**Project Title: WEB PHISHING DETECTION Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID19765

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

The Available solutions for this phishing websites is don't want click any anonymous link. Don't want to install any unofficial software

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

What constraints prevent your customers from taking action or limit their choices

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

By making the customers to avoid using the unwanted websites to transaction and and verifying the websites for once again will prevent the customers. Making limits of using or clicking the unwanted phishing site's

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

The customer of Bank's are the customers of the phishing methods. Those who are using the bank's website to the transaction of money from one place to another are the customers.

**Explore AS, differentiate**

**Define CS, fit into CC**

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

By using this software applications , these phishing websites can be found easily. After verifying those site's the customer can use these kind of websites

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

The real reason is that phishers can get the details of an customers while using bank site's. This causes the major problem to the people. The customer have to verify the site's before entering for transaction.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The customers don't want to click the unwanted links. The people who are using the bank site's to transfer the money to transfer from one place to another have to verify the website which they are using

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| **Identify strong TR & EM**  **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the coupons and gift voucher are the major thing which triggers the customers to get into the phishing site's. | **10. YOUR SOLUTION SL**  If you are working on an existing business, write down your current solution ﬁrst, ﬁll in the canvas, and check how much it ﬁts reality.  If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.  coupons and gift voucher are the major thing which triggers the customers to get into the phishing site's | 1. **CHANNELS of BEHAVIOUR CH**   In online mode , the customer can report to the bank  Customer can visit the bank and they can give the complain about the transaction of money | **Identify strong TR & EM** |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design. BEFORE : Coupons and gift voucher are make the customer happy. AFTER: A client can feel vulnerable |