

Define CS, fit into CC	<div><div><div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></div><div>CS</div><div>Any person who has access to the internet (from young to old people)</div></div></div>	<div><div><div>6. CUSTOMER CONSTRAINTS <small>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.</small></div><div>CC</div><div>The attacker will gain the access the credentials details of user now vulnerable</div></div></div>	<div><div><div>5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem 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</small></div><div>AS</div><div>Antivirus, VPNs, Firewalls, Safe URL browsing</div></div></div>	Explore AS, differentiate
	<div><div><div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div><div>J&P</div><div>To Ensure Customers credentials information are entered in a legit website.</div></div></div>	<div><div><div>9. PROBLEM ROOT CAUSE <small>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 <u>change in regulations</u>.</small></div><div>RC</div><div>Web Phishing attacks are common now a days because of in requires greater defense</div></div></div>	<div><div><div>7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free</small></div><div>BE</div><div>Try phishing websites to check if the URL is safe to browse.</div></div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The number of phishing attack happening worldwide, they would be concerned about their data and would want to secure it

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.

Customers feel frustrated when they face the problem but once they make use of our solution, customer will feel confident and secure about the links or data they are going to access

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 behavior.

Develop a tool which display that the website is legit or not , automated analysis..

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

The customer can use social media channels that they are familiar with to broadcast the issue with the malicious link and report