PROBLEM SOLUTION FIT

1.CUSTOMER SEGMENTS	6.CUSTOMER CONSTRAINTS	5.AVAILABLE SOLUTIONS
➢ It allows you to fine tune your message. ➢ Increase your revenue. ➢ You can increase the awareness for your brand.	➢ Don't click on that link. ➢ Customers should know what a phising scam looks like. ➢ Don't give information to an unsecured site. ➢ Rotate passwords regularly inorder to avoid phishing.	➢ Use anti-phishing protection and anti-spam software to protect yourself when malicious messages slip through your computer. Anti-malware is included to prevent other types of threats.
2.JOBS TO BE DONE/PROBLEMS	**9.PROBLEM ROOT CAUSE**	**7.BEHAVIOUR**
➢ The main purpose of this research is to secure a people from hacking or to secure their data or information from the unauthorized person.	➢ Users lacks security awareness. ➢ Criminals are following the money. ➢ You're not performing sufficient due diligence.	➢ The emails makes unrealistic threats or demands. ➢ A mismatched or dodgy URL. ➢ There's a catch. ➢ Poor spelling and grammer.
3.TRIGGERS	**10.YOUR SOLUTION**	**8.CHANNELS OF BEHAVIOUR**
➢ The problem with phishing is that attackers constantly look for new and creative ways to fool users into believing their actions involve a legitimate website or email.	There is a build in policy and definition for impersonation but we also created a single policy/definition with our c-level users information. Mimecast is a full email security platform so it offers a large array of security setups from email, weblinks, etc.	➢ The customers are asked for a sensitive information and rushing us to do it as soon as possible for forging.

4.EMOTIONS:BEFORE/AFTER		8.2 OFFLINE
➢ Secure the customers. ➢ Save the information made them feel safe.		➢ Don't be tempted by those pop-ups. ➢ Have a data security platform To spot signs of an attacks.