Project Title: Web Phishing Detection Project Design Phase-I - Solution Fit Team ID: PNT2022TMID15402

**5. AVAILABLE SOLUTIONS**

There are many phishing detection websites that are made available to detect a phishing websites. The major advantage with our phishing detection website is that it accurately finds the phishing websites and warns the customers before immediately directing to the phishing website.

**6. CUSTOMER CONSTRAINTS**

Customers do not know which websites are fake and which are not. So they can’t figure out if or not they should trust the websites in providing details.

**1. CUSTOMER SEGMENT(S)**

Users who purchase products online and make payments through e-banking.



**7. BEHAVIOUR**

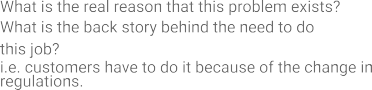
The customers use phishing detection websites in order to prevent using fake websites and protect the details from those websites.

**9. PROBLEM ROOT CAUSE**

The problem is the vulnerability of the customer’s details to fake websites. So these websites will use the customer’s details to access their bank account and loot the money.

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

The main problem is that the personal details or sensitive details provided by customers to an e-banking website will be vulnerable to the fake website for misusage.



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| --- | --- | --- | --- | --- | --- |
|  | **3. TRIGGERS**  **3. TRIGGERS**  The fear of the leakage details the customers provide triggers the customers as these details can be misused. | **TR** | **10. YOUR SOLUTION SL**  **10. YOUR SOLUTION**  The best solution from preventing the customers from using the fake websites is to use the phishing detection websites so they can prevent their details from getting leaked. | **8.CHANNELS of BEHAVIOUR CH**  **8. CHANNELS OF BEHAVIOUR**  **8.1 ONLINE**  Customers use phishing websites in order to prevent their details that they would provide to the website from getting leaked.  **8.2 OFFLINE**  There will be no problem when the customer is offline as they can’t use any website when they go offline. |  |
| What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news. |  | 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. | * 1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. |
| **4. EMOTIONS: BEFORE / AFTER EM**  **4. EMOTIONS: BEFORE / AFTER**  When the customers do not use phishing detection websites they will be in the fear of the details getting leaked, scare of the money in bank account getting looted.  Once they start using phishing detection websites they will be confident in providing the details. | |  |  |
| 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. | |  |  |