

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  An user surfing through the internet for entertainment and social media.  An enterprise user surfing through the internet for some information.  An internet user who is willing to shop products online.	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b>  Customers is no knowledge about on phishing attack and websites.  They don't know what to do after losing data.  They don't know how to secure any devices from phishing attack	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> Which solutions are available  The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.  The blocking of phishing sites are not more effective as the attackers use a different/new site to steal potential data thus a AI/ML model.  The place get knowledge about phishing is Ohphish website provided by EC-Council.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b>  The phishing websites must be detected in an earlier stage . The user can be blocked from entering such sites for the prevention of such issues.  The user can use any web extension used to find phishing website like McAfee Web Advisor.	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b>  The hackers use new ways to cheat the naive users.  Very limited research is performed on this part of the internet.  Visiting some unwanted website and click link from unknown person.	<b>7. BEHAVIOUR</b> <b>BE</b>  The option to check the legitimacy of the Websites is provided.  Users get an idea what to do and more importantly what not to do.	Focus on J&P, tap into BE, understand RC

Identify Strong T&EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>A trigger message can be popped warning the user about the site.</p> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>An option for the users to check the legitimacy of the websites is provided.</p> <p>This increases the awareness among users and prevents misuse of data,data theft etc.,</p> <p>Use extension for browser securing from phishing website .</p> <p>Always turn on your windows firewall and install some anti virus software.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <p>Customers tend to lose their data to phishing sites.</p> <p><b>8.2 OFFLINE</b></p> <p>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p>	Identify Strong T&EM
	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p>			