

## Ideation Phase

### Define the Problem Statements

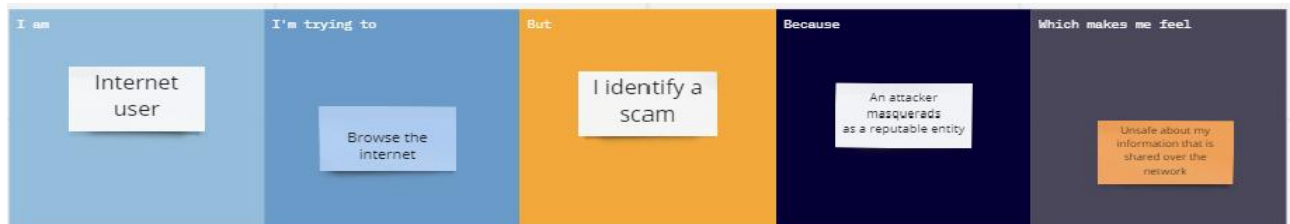
Date	19 October 2022
Team ID	PNT2022TMID10582
Project Name	Project - Web Phishing Detection
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Phishing is a fraudulent technique that uses social and technological tricks to steal customer identification and financial credentials. Social media systems use spoofed e-mails from legitimate companies and agencies to enable users to use fake websites to divulge financial details like usernames and passwords. Hackers install malicious software on computers to steal credentials, often using systems to intercept username and passwords of consumers' online accounts. Phishers use multiple methods, including email, Uniform Resource Locators (URL), instant messages, forum postings, telephone calls, and text messages to steal user information. The structure of phishing content is similar to the original content and trick users to access the content in order to obtain their sensitive data. The primary objective of phishing is to gain certain personal information for financial gain or use of identity theft. Phishing attacks are causing severe economic damage around the world. Moreover, Most phishing attacks target financial/payment institutions and webmail, according to the Anti-Phishing Working Group (APWG) latest Phishing pattern studies.

#### Problem Statement (PS)

PS-1



PS-2



PS-3



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	Internet user	Browse the internet	I identify a scam	An attacker masquerades as a reputable entity	Unsafe about my information that is shared over the network
PS-2	Enterprise user	Open emails in the cloud server	I detect malicious protocols	They are not cryptographically signed.	Emails are unverified and third party intrusion
PS-3	Buyer and Seller	Buy or sell the products in e-commerce website	I identify a scam	They are not properly clone website identify by some image,text or features not working properly.	My credit card details are stolen and my email and password are leaked