**Project Title:** Web Phishing Detection **Project Design Phase-I** - **Solution Fit Template Team ID:**  PNT2022TMID10582

They don’t know how to secure any devices from phishing attack

**1. CUSTOMER SEGMENT(S)**

**6. CUSTOMER CONSTRAINTS**

**CS**

**CC**

An enterprise user surfing through

the internet for some information.

They don’t know what to do after losing

data.

**5. AVAILABLE SOLUTIONS**

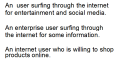
Which solutions are available

The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.

**AS**

Customers is no knowledge about on phishing attack and websites.

The blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model.



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.

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.

**BE**

**7. BEHAVIOUR**

Very limited research is performed on this part of the internet.

**RC**

**9. PROBLEM ROOT CAUSE**

The hackers use new ways to cheat the naive users.

The phishing websites must be detected in a earlier stage .

The user can be blocked from entering such sites for the prevention of such issues.

**J&P**

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

Visiting some unwanted website and

click link from unknown person.

The user can use any web extension used to find phishing website like Mcafee Web Advisor

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

**Define CS, fit into CC**

Focus on J&P, tap into BE, understand RC

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