

Ideation Phase

Define the Problem Statements

Date	13 September 2022
Team ID	IBM-Project-32556-1660210722
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement Template:

In phishing, attackers lure end-users and steal their personal information. To minimize the damage caused by phishing must be detected as early as possible. There are various phishing attacks like spear phishing, whaling, vishing, smishing, pharming and so on. There are various phishing detection techniques based on whitelist, black-list, content-based, URL-based, visual similarity and machine-learning. In recent years, advancements in Internet and cloud technologies have led to a significant increase in electronic trading in which consumers make online purchases and transactions. This growth leads to unauthorized access to users' sensitive information and damages the resources of an enterprise. Phishing is one of the familiar attacks that trick users to access malicious content and gain their information.

I am	The participants are of various age groups. The minimum age is 15 and maximum age is 60. Even children affect from phishing.
I'm trying to	<ul style="list-style-type: none">• Encrypt the sensitive data.• Deploying two factor authentication.• Installing suitable firewalls.• Making a detection page using AI & Machine learning to identify fake websites.
But	The end users are not aware or well educated enough to identify that the website is fake. They are easily fooled for the fake website/page which steals the sensitive data without their knowledge.
Because	The spoofing sites are in need of data of the users which can be used to extract money or commit various crimes such as scams against them.
Which makes me feel	The end users will face adverse effects due to phishing which involve loss of privacy, money and many more.

Reference: https://www.researchgate.net/publication/361365090_Phishing_Detection

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Yashwanth	Trying to purchase a product	The website navigates to another page.	The page is redirected to a third party.	Insecure
PS-2	Jayanth	Book a ticket	The website shows others websites trying to do the same.	The website maybe attacked by other fake websites trying to fool me.	Confused