

## Project Design Phase-I Problem – Solution Fit Template

Date	10 October 2022
Team ID	PNT2022TMID50116
Project Name	Project - WEB PHISHING DETECTION
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

### Template:

Project Title: WEB PHISHING DETECTION

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)**

Phishing may target every industry and individual, from a business executive to a home social network member or an online banking customer. This is why it's imperative to take preventive measures against phishing and be very careful about what you do online.

**6. CUSTOMER CONSTRAINTS**

It is now a common practice for e-commerce Web sites to enable their customers to write reviews of products that they have purchased. Such reviews provide valuable sources of information on these products. They are used by potential customers to find opinions of existing users before deciding to purchase a product. They are also used by product manufacturers to identify problems of their products and to find competitive intelligence information about their competitors.

**5. AVAILABLE SOLUTIONS**

Use anti-phishing protection and anti-spam software to protect yourself when malicious messages slip through to your computer. Anti-malware is included to prevent other types of threats. Similar to anti-spam software, anti-malware software is programmed by security researchers to spot even the stealthiest malware.

Explore AS, differentiate

Focus on JMS, tap into BE, understand RC

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

Phishing is a problem on two fronts. First, a hacker may gain valuable access to a single account through a successful phishing attempt. Second, if an employee is using the same password for multiple company accounts, then the hacker has now gained access to a great deal of confidential company data.

**9. PROBLEM ROOT CAUSE**

Phishing has a list of negative effects on a business, including loss of money, loss of intellectual property, damage to reputation, and disruption of operational activities. These effects work together to cause loss of company value, sometimes with irreparable repercussions.

**7. BEHAVIOUR**

Aim of the phishers is to acquire critical information like username, password and bank account details. Cyber security persons are now looking for trustworthy and steady detection techniques for phishing websites detection.

In this paper, we propose a technique to detect phishing attacks based on behavior of human when exposed to fake website.

Focus on JMS, tap into BE, understand RC

<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>Phishing is a type of social engineering attack often used to steal user data, including login credentials and credit card numbers. It occurs when an attacker, masquerading as a trusted entity, dupes a victim into opening an email, instant message, or text message.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <ol style="list-style-type: none"> <li>1. Don't click on that link</li> <li>2. Get free anti-phishing add-ons</li> <li>3. Don't give your information to an unsecured site</li> <li>4. Rotate passwords regularly</li> <li>5. Install firewalls</li> </ol>	<p><b>8. CHANNELS of BEHAVIOUR</b></p> <p>Types of phishing attacks range from classic email phishing schemes to more inventive approaches such as spear phishing and smishing. All have the same purpose – to steal your personal details.</p>
<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>The findings from the study show that participants, generally, found it difficult to detect modern phishing email attacks. Saying that, participants were alert to the spelling mistakes of the older phishing email attacks, sensitive information being requested from them and any slight change to what they were normally used to from an email.</p>		

## References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>