Project Design Phase-I
Problem – Solution Fit Template

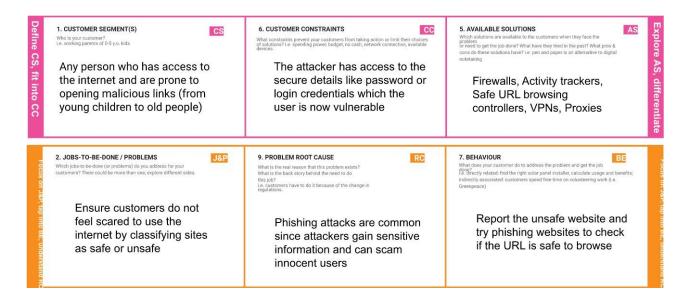| Date	8th October 2022
Team ID	PNT2022TMID41014
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

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:

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Any person who has access to the internet and are prone to opening malicious links (from young children to old people)

6. CUSTOMER CONSTRAINTS CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

The attacker has access to the secure details like password or login credentials which the user is now vulnerable

5. AVAILABLE SOLUTIONS AS
Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Firewalls, Activity trackers, Safe URL browsing controllers, VPNs, Proxies

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Ensure customers do not feel scared to use the internet by classifying sites as safe or unsafe

9. PROBLEM ROOT CAUSE RC
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Phishing attacks are common since attackers gain sensitive information and can scam innocent users

7. BEHAVIOUR BE
What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Report the unsafe website and try phishing websites to check if the URL is safe to browse

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

When customers see the number of phishing attacks happening worldwide and to people they know, they would be concerned about their data and would want to secure it.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Customers feel worried and frustrated when they face the problem but once they make use of our solution, customers will feel confident and secure about the links or data they are going to access.

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Develop a tool that can prevent the attackers from stealing the user data, and generates report, automated analysis and awareness training

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

The customer can use social media channels that they are familiar with to broadcast the issue with the malicious link and report these URLs through official channels like Google safe browsing or government officials etc.
The customer can make use of our solution to initially test out if the given link is malicious or not, based on which they can take action.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

All of these activities take place online. Additionally, the model can be exported and run on local machines offline to perform the prediction