Ideation Phase

Define the Problem Statements

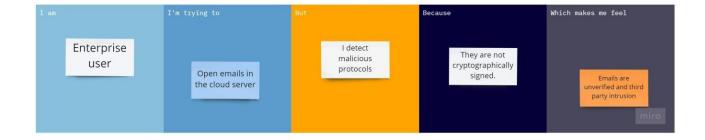| Date	15 October 2022
Team ID	PNT2022TMID06636
Project Name	Project - Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement:

An online user needed to purchase something through an online. So, he entered into the online website through internet. It takes some time to display the product. He started to see all the products. He searches the necessary things in online website. At last, he found the needed products. After that he entered all the credit card details, username and password for purchasing the things through online. Then he received the message "Your order is placed and transaction is successfully completed. You will receive the ordered product within 2 days". After that within 24 hours he got a message in mobile and the bank account was empty then the customer shocked. Then only he realized that was a fake website and his bank account details was stolen by hacker. 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.

Customer Problem Statement 1:

Customer Problem Statement 2:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A farmer	Check my balance	Claims there's a problem with your account and asked for personal information	They wanted to confirm with personal information so that they can steal the money	untrustworthy
PS-2	Enterprise user	Open emails in the cloud server	I detect malicious protocols	They are not cryptographic-ally signed.	Emails are unverified and third-party intrusion