## Problem-Solution Fit canvas

Purpose / Vision:                                    Version:

| | |
|---|---|

**1. CUSTOMER SEGMENT(S)**　　`CS`

The main customers of our project:
- Companies
- Public
- Cybersecurity experts

**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES　`CL`

- Dealing with collateral damages.
- They might consider it as scam.
- Fear of security breach, ie exposing their personal data,details of bank account etc

**5. AVAILABLE SOLUTIONS** PLUSES & MINUSES　`AS`

Customers were not only concerned with stealing the personal information. For example, a message can tempt the victim to install a script which would in turn transfer the money to the attacker's account, without the need to steal the personal information.

**2. PROBLEMS / PAINS** + ITS FREQUENCY　`PR`

Analyzing more with links provided and predicting.

Creating a model that has high accuracy and providing the users with good results

**9. PROBLEM ROOT / CAUSE**　`RC`

The main problem with this is that it is a type of Cyber crime where the targets are lured or tricked into giving up sensitive information, such as Social Security Number personal identifiable information and passwords. This obtainment of such information is done fraudulently.

**7. BEHAVIOR** + ITS INTENSITY　`BE`

In order to provide a trust to the users by giving a more accurate solution and keep on analyzing about the new upcoming frauds and their phishing pages.

**3. TRIGGERS TO ACT**　`TR`

Seeing the users getting away from the frauds and their Phishing websites.
Seeing users having safe and secure data.

**4. EMOTIONS** BEFORE / AFTER　`EM`

Before: Lack of understanding about the web phishing sites. Unable to protect their details.
After: Easily protecting themselves from frauds and their sites. Get a safe and secure state in online environment.

**10. YOUR SOLUTION**　`SL`

To focus on phishing websites and evaluating whether a website is legitimate or phishing and to predict a model with promising accurate rate.

Our aim is to provide a easily accessible system with more security.

**8. CHANNELS of BEHAVIOR**　`CH`

ONLINE

User will be able to get chance to prevent themselves from the phishing websites and able to protect their details from them.

OFFLINE

After knowing about the phishing they will never loose their data to the frauds.

Side labels: Define CS, fit into CL · Focus on PR, tap into BE, understand RC · Identify strong TR & EM · Explore AS, differentiate · Focus on PR, tap into BE, understand RC · Extract online & offline CH of BE

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