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

Date	8th October 2022
Team ID	PNT2022TMID03693
Project Name	Project - Web Phishing Detection
Maximum Marks	2 Marks

## **Problem – Solution Fit Template:**

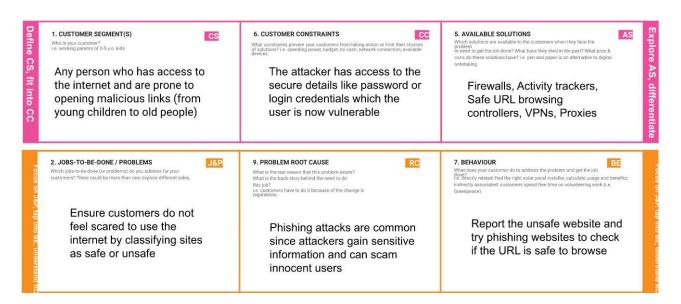
The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

## **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:



TR 10. YOUR SOLUTION 8. CHANNELS of BEHAVIOUR 8.1 ONLINE When customers see the The customer can use social media number of phishing attacks channels that they are familiar with to Develop a tool that can prevent the broadcast the issue with the malicious happening worldwide and to attackers from stealing the user data, link and report these URLs through official people they know, they would and generates report, automated channels like Google safe browsing or be concerned about their data analysis and awareness training government officials etc. and would want to secure it. The customer can make use of our 4. EMOTIONS: BEFORE / AFTER solution to initially test out if the given link is malicious or not, based on which they Customers feel worried and frustrated can take action. when they face the problem but once they make use of our solution, customers will feel confident and secure about the links All of these activities take place or data they are going to access. online. Additionally, the model can be exported and run on local machines offline to perform the prediction

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