Ideation Phase
Define the Problem Statement

Date	19 September 2022
Team ID	PNT2022TMID11399
Project Name	WEB PHISHING DETECTION
Maximum Marks	2 Marks

Customer Problem Statement Template:

Internet has dominated the world by dragging half of the world's population exponentially into the cyber world. With the booming of internet transactions, cybercrimes rapidly increased and with anonymity presented by the internet, Hackers attempt to trap the end users through various forms like phishing.

Customers usually face problems with malicious links. These links will lead to a website that often steals login credentials or financial information like credit card numbers. Scanning a URL may have unexpected consequences, such as unsubscribing a user from a mailing list, so it is important that we limit these potential collateral damages.

Phishing may lead to financial loss, emotional loss, stress, and information scams of customers.

I am	Phishing can target the any sector and user, from a business executive to a home social network user or online banking consumer. Participants between the age of 18 and 25 are more susceptible to phishing then other age group.
I'm trying to	• Never click any link or attachment in suspicious emails • If the suspicious message appears to come from a person contact to the particular person to confirm the mail through the message or phone • If it is suspicious message report the message • And Delete it
But	Phishing happens when a victim replies to a fraudulent email that demands urgent action. For example the required action in a phishing website included: clicking an attachment. Enabling macro in Word document. Different types of phishing are Email Phishing, Spar Phishing, Whaling.
Because	Lack of security awareness among employees is also one of the major reason for the success of phishing. Organizations should be aware of how the benefits and purpose of security awareness training can secure their employee from falling victim to phishing attacks
Which make me feel	Software-based phishing detection technique are preferred for fighting against the phishing attack. Mostly available method for detecting phishing attacks are blacklists/whitelists, natural language processing visual similarity, rules, machine learning techniques.

Problem Statement (PS)	I am (user)	I'm trying to	But	Because	Which make me feel
PS-1	User 1	I'm continuously getting Emails from the unknown users	But emails are not giving the proper	I think these Emails are from the attackers	This is problem is getting me scare. I want the solution for this problem
PS-2	User 2	Recently my mail id where hacked I'm trying to figure out what's the problem	But I'm not able to find or access my mail id anymore	Because account is being accessed by the hacker	This is making me feel unsafe about the information that shared in my account. I want to solve the problem.