

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) The Participants are mostly between the age of 18 to 28 all young people. Participants may also very from different age groups.</div>	<div>6. CUSTOMER CONSTRAINTS<ul style="list-style-type: none"><li>Lack of Awareness</li><li>Cloned website</li><li>Untraceable scam website</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<ul style="list-style-type: none"><li>Already existing phishing detection websites</li><li>News coverage</li><li>Social Media</li><li>Article</li></ul></div>	Explore AS, differentiat
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Malicious links will lead to a website that often steals login credentials or financial information like credit card numbers. Attachments from Phishing emails can contain malware that once opened can leave the door open to the attacker to perform malicious behavior from the user's computer.</div>	<div>9. PROBLEM ROOT CAUSE<ul style="list-style-type: none"><li>Scammers</li><li>Lack of awareness about the phishing</li></ul></div>	<div>7. BEHAVIOUR<ul style="list-style-type: none"><li>Contacting with Cybersecurity</li><li>Web community healpline</li><li>Reporting the website</li><li>Researching about website</li></ul></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS Customers get triggers when the phishing attacks are the practice of fraud communication that appear to come from a reputable source. It is usually done through email. The goal is to steal sensitive data like login information credit card pins , or to install malware on victim's machine.</div>	<div>10. LOCK SOLUTION<ul style="list-style-type: none"><li>Verify the genuiness of the original websites or Gateway</li></ul></div>		CH
	<div>4. EMOTIONS: BEFORE / AFTER From every Phishing incident that has ever taken place in history, one constant effect is financial loss. First is the direct loss from transferred funds by employees who were fooled by the hackers. Second is the fines for non-compliance imposed by regularity bodies like HIPAA,PCI and PIPEDA, among others</div>	<div>8. CHANNELS OF DELIVERY<ul style="list-style-type: none"><li>8.1 ONLINE<ul style="list-style-type: none"><li>Researching the websites</li><li>Reporting the sites</li></ul></li><li>8.2 OFFLINE<ul style="list-style-type: none"><li>Filling complain with the respective website</li><li>Contacting Cybersecurity</li></ul></li></ul></div>		

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