

## Project Design Phase-I Problem – Solution Fit

Date	16 September 2022
Team ID	PNT2022TMID11399
Project Name	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.**

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Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> The Participants are mostly between the age of 18 to 28 all young people. Participants may also vary from different age groups.	<b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Lack of Awareness</li> <li>Cloned website</li> <li>Untraceable scam website</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <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>	Explore AS, differential
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> 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.	<b>9. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"> <li>Scammers</li> <li>Lack of awareness about the phishing</li> </ul>	<b>7. BEHAVIOUR</b> <ul style="list-style-type: none"> <li>Contacting with Cybersecurity</li> <li>Web community headline</li> <li>Reporting the website</li> <li>Researching about website</li> </ul>	
Focus on J&P, tap into BE, understand RC	<b>4. EMOTIONS: BEFORE / AFTER</b> 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 regulatory bodies like HIPAA, PCI and PIPEDA, among others			Focus on J&P, tap into BE, understand RC
	<b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>Researching the websites</li> <li>Reporting the sites</li> </ul> <b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Filing complain with the respective website</li> <li>Contacting Cybersecurity</li> </ul>			
Identify strong TR & EM	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.			CH
	Verify the genuineness of the original websites or Gateway			