

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

An internet user who is willing to shop products online.

An enterprise user surfing through the internet for some information.

6. CUSTOMER CONSTRAINTS

CC

Customers have very little awareness on phishing websites.

They don't know what to do after losing data.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available?

The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.

But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites from stealing data

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The phishing websites must be detected in a earlier stage .

The user can be blocked from entering such sites for the prevention of such issues.

9. PROBLEM ROOT CAUSE

RC

The hackers use new ways to cheat the naïve users.

Very limited research is performed on this part of the internet.

7. BEHAVIOUR

BE

The option to check the legitimacy of the Websites is provided.

Users get an idea what to do and more importantly what not to do.

Focus on J&P, tap into BE, understand RC

I d e n t i f y s t r o n g T R & E M	<div data-bbox="114 336 286 363">3. TRIGGERS</div> <div data-bbox="687 379 725 411">TR</div> <div data-bbox="114 419 564 480">A trigger message can be popped warning the user about the site.</div> <div data-bbox="114 531 602 627">Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</div> <div data-bbox="114 738 526 766">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="687 738 732 770">EM</div> <div data-bbox="114 774 730 834">How do customers feel when they face a problem or a job and afterwards?</div> <div data-bbox="114 869 752 930">The customers feel lost and insecure to use the internet after facing such issues.</div> <div data-bbox="114 965 752 1026">Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</div>	<div data-bbox="790 336 1059 363">10. YOUR SOLUTION</div> <div data-bbox="1359 336 1395 368">SL</div> <div data-bbox="790 376 1281 443">An option for the users to check the legitimacy of the websites is provided.</div> <div data-bbox="790 539 1357 606">This increases the awareness among users and prevents misuse of data, data theft etc.,</div>	<div data-bbox="1462 336 1839 363">8. CHANNELS of BEHAVIOUR</div> <div data-bbox="2033 336 2078 368">CH</div> <div data-bbox="1462 376 1597 400">8.1 ONLINE</div> <div data-bbox="1440 408 2047 469">Customers tend to lose their data to phishing sites.</div> <div data-bbox="1462 580 1610 604">8.2 OFFLINE</div> <div data-bbox="1462 612 2020 715">Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</div>	I d e n t i f y s t r o n g T R & E M
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