Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID45373
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 behavioural patterns and recognize what would work and why

Purpose:

A. Solve complex problems in a way that fits the state of your customers.
B. Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
C. Sharpen your communication and marketing strategy with the right triggers and messaging.
D. Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
E. **Understand the existing situation in order to improve it for your target group.**

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Users of online transaction methods.

E-commerce customers.

6. CUSTOMER CONSTRAINTS — CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Prevent access to third party websites.

multi step verification.

prevent entry to unwanted websites.

Frequent change of pass codes.

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Secure web gateway.

Use of VPN.

Check for site seals.

Firewalls and proxy.

Using Antivirus software.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Prevent personal data getting stolen.

Ensure user safety.

Intimating the suspicious activity or log in attempts.

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Scammers Exploit everyday users to make money and collect information.

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Provides fake credentials.

Block the website URL using ad blocker.

Backup Files.

3. TRIGGERS — TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Coupons and gift vouchers.
Attractive advertisement and pop –ups.
Assuming everything is legitimate website.

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Stressed.
Irritated.
Betrayed.

10. YOUR SOLUTION — SL
If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Pop –up alert for fake websites.

Check websites authenticity.

Whitelist filtering.

Blacklist interception.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
Don't use insecure public channels while doing transactions.

Scan system for malware

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

File police complaint on the service provider.

Change credentials.