

Project Design Phase-I Solution Fit Template

Team ID	PNT2022TMID22962
Project Name	Web phishing Detection

Define CS, fit into CC

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

1. CUSTOMER SEGMENT(S)

CS

A netizen who is willing to buy online products.

An enterprise user surfing through the internet for information.

6. CUSTOMER CONSTRAINTS

CC

Customers have very little awareness on phishing websites.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available

The existing 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 is not effective as the attackers use a different/new site to steal potential data. Thus, an AI/ML model can be used to prevent customers from these kinds of sites which steal 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 an 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 internet 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 about what to do and more importantly what not to do.

Identifying Strong T&EM	<div data-bbox="114 336 286 363">3. TRIGGERS</div> <div data-bbox="685 384 723 411">TR</div> <div data-bbox="114 424 515 483"> <p>A trigger message can be popped warningthe user about the site.</p> </div> <div data-bbox="114 534 598 632"> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing sitedetected” message.</p> </div> <div data-bbox="114 740 526 767">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="685 740 723 767">EM</div> <div data-bbox="114 780 730 839"> <p>How do customers feel when they face a problem or a joband afterwards?</p> </div> <div data-bbox="114 874 674 933"> <p>The customers feel lost and insecure to use the internet afterfacing such issues.</p> </div> <div data-bbox="114 968 689 1027"> <p>Unwanted panicking of the customers is felt after encounterloss of potential data to such sites.</p> </div>	<div data-bbox="790 336 1059 363">10. YOUR SOLUTION</div> <div data-bbox="1357 336 1395 363">SL</div> <div data-bbox="790 376 1281 445"> <p>An option for the users to check the legitimacy of the websites is provided.</p> </div> <div data-bbox="790 541 1357 609"> <p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p> </div>	<div data-bbox="1462 336 1834 363">8. CHANNELS of BEHAVIOUR</div> <div data-bbox="2033 336 2072 363">CH</div> <div data-bbox="1462 376 1590 403">8.1 ONLINE</div> <div data-bbox="1440 408 2045 467"> <p>Customers tend to lose their data to phishing sites.</p> </div> <div data-bbox="1462 580 1603 608">8.2 OFFLINE</div> <div data-bbox="1462 612 2018 719"> <p>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p> </div>	Identifying Strong T&EM
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