

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>An internet user who is willing to shop products online.</p><p>An enterprise user surfing through the internet for some information.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>Customers have very little awareness on phishing websites.</p><p>They don't know what to do after losing data.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available</p><p>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</p><p>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</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>The phishing websites must be detected in a earlier stage .</p><p>The user can be blocked from entering such sites for the prevention of such issues.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>The hackers use new ways to cheat the naïve users.</p><p>Very limited research is performed on this part of the internet.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>The option to check the legitimacy of the Websites is provided.</p><p>Users get an idea what to do and more importantly what not to do.</p></div>	
Focus on J&P, tap into BE, understand RC				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>3. TRIGGERS</div> <div>TR</div> <p>A trigger message can be popped warning the user about the site.</p> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p>	<div>10. YOUR SOLUTION</div> <div>SL</div> <p>An option for the users to check the legitimacy of the websites is provided.</p> <p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE</div> <p>Customers tend to lose their data to phishing sites.</p> <div>8.2 OFFLINE</div> <p>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p>	I d e n t i f y s t r o n g T R & E M
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p>			