

Identify strong TR & EM	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Web users, mainly persons who purchase products through online payment or make online transactions.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>No breakdown of server connections and full permission to scan the transaction process.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Use multi-factor authentication to secure your accounts. Some accounts supply more security by needing two or more credentials to log in. Multi-factor authentication is one of the available solution</div>	pu
	<div>2. JOBS-TO-BE-DONE/PROBLEMS<div>J&P</div></div> <div>To keep the user's data and transactions protected from phishing sites and attackers.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Poor network authentication or use of traditional encryption technique. Fooling customers by spoofing original websites.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Directly related: finds the user friendly Web phishing detection application Indirectly related : permission to access the whole transaction process and server connectivity</div>	
	<div>3. TRIGGERS<div>TR</div></div> <div>If web phishing detection is implemented successfully, it makes other users and shopping sites to prefer our application for payments and transactions.</div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Before : getting cheated up by phishing website. After : data confidentiality and secure transactions.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>1. Create a web application or web page to get the active URL as input. 2. Extract URL contents and test the model using data mining algorithm and predict. If the website is a hacked one send alert message and store it in blacklisted URLs or else continue the transaction process. 3.Prediction is more accurate.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>Online : Inputs the active url and extract the details for prediction. Offline : Stores the detected phishing sites to Blacklisted url.</div>	