

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Those who uses websites & urls for searching purpose mainly people from the age of 18</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>No breakdown of server connections and full permission to scan the transaction process.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Anti-spyware and firewall settings should be used to prevent phishing attacks and users should update the programs regularly. Firewall protection prevents access to malicious files by blocking the attacks. Antivirus software scans every file which comes through the Internet to your computer.</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>To protect personal data and transactions from phishing sites and hackers</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>It happens when a phisher firstly creates a fake webpage, masquerading as a trusted brand, and then distributes its URL to lure victim users to click on the link which in turn redirects them to that phishing webpage to extract user's sensitive information</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>Directly related: Finds user-friendly web phishing detection applications or websites.</p><p>Indirectly related: Permission to access the whole transaction process and server connectivity.</p></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><p>Accurate result in minutes seconds and two-step verification during online transaction</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>Our solution for detecting web phishing attack is to use deep learning method.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><p>Online: Inputs the active URL and extract the details for prediction.</p></div>	Focus on J&P, tap into BE, understand RC

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before: Feel depressed to be scammed by phishing websites</div> <div>After: Online transactions have become trusted due to data confidentiality and secure transaction.</div>		<div>Offline Stores the detected phishing sites in the internal state.</div>
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