

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS For all starting from kids till adults who make use of internet	6. CUSTOMER CONSTRAINTS CC Some people are not aware about the consequences and problems that occur after phishing happens. Even if they are aware, there is no efficient enough method to detect phishing methods	5. AVAILABLE SOLUTIONS AS Building a URL detector using machine learning and python.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Be careful while clicking into or opening any links that came through email. Identify difference between authorized and fraudulent messages. Do not give your data to any anonymous person/account. 	9. PROBLEM ROOT CAUSE RC People are not aware about fraudulent stuffs happening and are not aware about its consequences. No efficient way to differentiate between authorized and fraudulent website.	7. BEHAVIOUR BE Customer can make use of the built URL to detect whether the link is authorized or not. And hence can judge it properly.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR When they come to know that their data is getting stolen or when they get the instinct that they stepped into a fraudulent website.	10. YOUR SOLUTION SL Building a phishing URL detector using python and machine learning to find fraudulent websites by following a few steps used to train a machine learning model.	8.CHANNELS of BEHAVIOR CH 8.1 ONLINE Customers approach internet assists to solve the problem and try to secure the data. 8.2 OFFLINE Customers approach the cyber center to save their device from data getting stolen and recover it back.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM The customers feel insecure, frustrated, sad about their data that has been stolen.			

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