Project Title: Web Phishing Detection   **Project Design Phase-I – Solution Fit**   **Team ID:** PNT2022MID12640

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

E-commerce customers
Users of online transaction methods

6. CUSTOMER CONSTRAINTS   `CC`
What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available
devices.

Lack of Technical knowledge
Lack of experience

5. AVAILABLE SOLUTIONS   `AS`
Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros &
cons do these solutions have? i.e. pen and paper is an alternative to digital
notetaking

Presence of lock symbol next to url for validation
Prior knowledge of how the internet works
Using antivirus software

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`
Which jobs-to-be-done (or problems) do you address for your
customers? There could be more than one; explore different sides.

warn users before they complete the transaction
show stats to user
should be able to identify urls without ssl certificate

9. PROBLEM ROOT CAUSE   `RC`
What is the real reason that this problem exists?
What is the back story behind the need to do
this job?
i.e. customers have to do it because of the change in
regulations.

Scammers exploit everyday users to make money
and collect information

7. BEHAVIOUR   `BE`
What does your customer do to address the problem and get the job
done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e.
Greenpeace)

Tend to search for HTTPS token or the lock symbol
next to the url.
Provide fake credentials
Block the website url using ad blockers or web
protection software

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

Identify strong TR & EM

3. TRIGGERS   `TR`
What triggers customers to act? i.e. seeing their neighbour installing
solar panels, reading about a more efficient solution in the news.

Loss of data
Increase in spam emails
Money loss

4. EMOTIONS: BEFORE / AFTER   `EM`
How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Irritated
Sad
Betrayed

10. YOUR SOLUTION   `SL`
If you are working on an existing business, write down your current solution first,
fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in
the canvas and come up with a solution that fits within customer limitations,
solves a problem and matches customer behaviour.

The web phising classifier detects phishing websites
from original ones using data mining techniques and
machine learning which then notifies the customer.

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Use prior knowledge and experience of performing
online transactions on legitimate websites to identify
phishing websites

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7
and use them for customer development.

File police complaint on the service provider or
bank for stealing their credentials and money

Identify strong TR & EM