

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID00904
Project Name	Project – web phishing detection
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f8d7da; padding: 5px; font-size: 0.8em; font-weight: bold;">1. CUSTOMER SEGMENT(S)</div> <div style="font-size: 0.7em; margin-top: 5px;">Who is your customer? e.g. working professionals of 0 to 5 years kids</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Companies and people who used to pay their debts and bills through online. Helps in safe and secure transaction.</div>	<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold;">6. CUSTOMER CONSTRAINTS</div> <div style="font-size: 0.7em; margin-top: 5px;">What constraints prevent your customers from taking action or limit their choices of solution? e.g. spending power, budget, no cash, network connection, available devices.</div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 10px;">Complexity in implementation and in cost. No proper idea about the phishing website detection.</div>	<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">5. AVAILABLE SOLUTIONS</div> <div style="font-size: 0.7em; margin-top: 5px;">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? e.g. pen and paper is an alternative to digital notetaking</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Ensure the links are trusted based on SSL certification, check the links in domain name server etc...</div>
<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="font-size: 0.7em; margin-top: 5px;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 10px;">Companies may lose their global positions and peoples may lose their bank balances.</div>	<div style="background-color: #fff3cd; padding: 5px; font-size: 0.8em; font-weight: bold;">9. PROBLEM ROOT CAUSE</div> <div style="font-size: 0.7em; margin-top: 5px;">What is the real reason that this problem exists? What is the back story behind the need to do this job? e.g. customers have to do it because of the change in regulations.</div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 10px;">Due to the carelessness and darkness of the employers working in the organisations is the major root cause.</div>	<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">7. BEHAVIOUR</div> <div style="font-size: 0.7em; margin-top: 5px;">What does your customer do to address the problem and get the job done? e.g. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (e.g. Greenpeace)</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Use an SSL Certificate to secure all traffic to and from your website. This protects the information being sent between your web server and your customers' browser from eavesdropping.</div>
<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">3. TRIGGERS</div> <div style="font-size: 0.7em; margin-top: 5px;">What triggers customers to act? e.g. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">After knowing benefits of web phishing detection.</div>	<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">10. YOUR SOLUTION</div> <div style="font-size: 0.7em; margin-top: 5px;">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.</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Use ML classification and clustering algorithms to identify and prevent from phishing websites which will make people and organisations feel better.</div>	<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">8. CHANNELS of BEHAVIOUR</div> <div style="font-size: 0.7em; margin-top: 5px;">8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Customers search about different web phishing detection schemes.</div>
<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">4. EMOTIONS: BEFORE / AFTER</div> <div style="font-size: 0.7em; margin-top: 5px;">How do customers feel when they face a problem or a job and afterwards? e.g. lost, insecure, confident, in control - use it in your communication strategy & design.</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Feels insecure about their personal details. Feeling secured.</div>	<div style="background-color: #d1ecf1; padding: 5px; font-size: 0.8em; font-weight: bold;">8.2 OFFLINE</div> <div style="font-size: 0.7em; margin-top: 5px;">What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 10px;">Consulting Cyber Security analysts.</div>	

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References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>