

**Ideation Phase**  
**Define the Problem Statements**

Date	19 September 2022
Team ID	PNT2022TMID25886
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

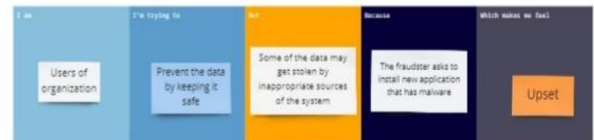
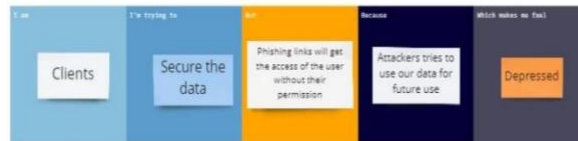
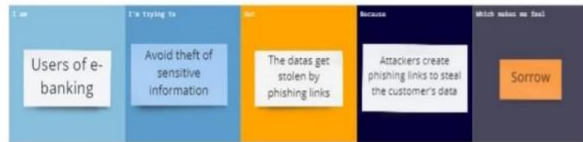
**Customer Problem Statement :**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	Users of e-banking	Avoid theft of sensitive information	The data gets stolen by phishing links	Attackers create phishing links to steal the customer's data	Sorrow
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PS-2	End User	Protect the privacy	Phishing sites steal the privacy of the user	Attackers misuse the data and threaten the user	Insecured
PS-3	Clients	Secure the data	Phishing links will get the access of the user without their permission	Attackers try to use our data for future use	Depressed
PS-4	Users of Internet & Services	Do the web services without any interruption	Loss of money and intellectual property gets stolen	Attackers do phishing and do a theft of money from user	Insecured on providing data in the web services
PS-5	Users of organization	Prevent the data by keeping it safe	Some of the data may get stolen by inappropriate sources of the system	The fraudster asks to install new application that has malware	Upset