Project Title: Website Phishing Detection   **Project Design Phase-I**   **Team ID: PNT2022TMID33658**

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

The Internet User

6. CUSTOMER CONSTRAINTS

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

1. **Untracable**
2. **Lack of awareness**
3. **Cloned websites**

5. AVAILABLE SOLUTIONS

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

1. **Social Media**
2. **News media**
3. **Word of mouth**
4. **Existing phishing sites**

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.

1. **Verification of Websites**
2. **Prevention of Scams**

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.

1. **Lack of Awareness**
2. **Purposive Scammers**

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job
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)

1. **Community helplines**
2. **Reporting the sites**
3. **Contact cybersecurity divisions**
4. **Website research**

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.

➢ **Social Media**
➢ **Knowledge of Scams**
➢ **Experience**

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.

➢ **Suspecious - Trustworthy**
➢ **Insecure – secure**
➢ **Unknown - known**

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.

Need to verify the links and the websits

8. CHANNELS of BEHAVIOUR

CH

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

1. **Reporting to the sites**
2. **Analysis the webpage**

8.2 OFFLINE

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

Contact cybersecurity division