## 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

They lose their valuable data's like credit Due to Carelessness of people is the main Check the URL's start with "https" Card data, Internet banking or any valuable root cause. User name and password. And they lose Their bank balance.

## 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this

i.e. customers have to do it because of the change in regulations.

## 7. BEHAVIOUR

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)

and end to end encryption. If url not started with http and end to end encryption then decide he his

trapped