

Project Design Phase-I Problem – Solution Fit Template

Date	01 OCT 2022
Team ID	PNT2022TMID40190
Project Name	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

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> Three to ten year old children, person who Are not have knowledge about website and Daily Internet user.	6. CUSTOMER CONSTRAINTS <small>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.</small> They have no proper idea about phishing how theft our data without our Knowledge.	5. AVAILABLE SOLUTIONS <small>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 note taking</small> Two factor authentication method is used to avoid phishing sites.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> They lose their valuable data's like credit Card data, Internet banking or any valuable User name and password. And they lose Their bank balance.	9. PROBLEM ROOT CAUSE <small>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.</small> Due to Carelessness of people is the main root cause.	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right's user panel; installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work. (i.e. Greenpeace)</small> Check the URL's start with "https" and end to end encryption. If url not started with http and end to end encryption then decide he his trapped	
Identify strong TR & EM	3. TRIGGERS <small>TR</small> Hearing numerous rumours about loosing money in websites	10. YOUR SOLUTION <small>VS</small> Use Machine learning algorithm and Artificial algorithm identify and prevent from phishing website which will make people feel better and then people use website application more and more.....	8. CHANNELS of BEHAVIOUR <small>CF</small> 8.1 ONLINE Learn how to use website & how to protect our valuable data from phishing & Then learn my website is protected or not Through YouTube channels, mag-sins and articles. 8.2 OFFLINE They can aware & detect & prevent from phishing through reading books about phishing data through website.	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER <small>EM</small> Before : People with fear while entering their valuable data like personal details, any application login credentials and banking details, etc... After : People feels free from entering their valuable data after gaining knowledge about phishing.			

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>