

Define CS, fit into CC	<div><div><b>1. CUSTOMER SEGMENT(S)</b></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><b>Three to ten year old children, person who Are not have knowledge about website and Daily Internet user.</b></div></div>	<div><div><b>6. CUSTOMER CONSTRAINTS</b></div><div>What constraints prevent your customers from taking action or limi: their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><b>They have no proper idea about phishing how theft our data without our Knowledge.</b></div></div>	<div><div><b>5. AVAILABLE SOLUTIONS</b></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div><b>Two factor authentication method is used to avoid phishing sites.</b></div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><b>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.</b></div></div>	<div><div><b>9. PROBLEM ROOT CAUSE</b></div><div>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.</div><div><b>Due to Carelessness of people is the main root cause.</b></div></div>	<div><div><b>7. BEHAVIOUR</b></div><div>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)</div><div><b>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</b></div></div>	Focus on J&P, tap into BE, understand RC

Identify strong T R & E M	<p><b>3. TRIGGERS</b></p> <p><b>TR</b></p> <p><b>Hearing numerous rumours about losing money in websites</b></p>	<p><b>10. YOUR SOLUTION</b></p> <p><b>YS</b></p> <p><b>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.....</b></p>	<p><b>8.CHANNELS of BEHAVIOUR</b></p> <p><b>CH</b></p> <p><b>8.1 ONLINE</b></p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p><b>Learn how to use website &amp; how to protect our valuable data from phishing &amp; Then learn my website is protected or not Through YouTube channels, magsins and articles.</b></p>
	<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p><b>EM</b></p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p><b>Before :</b>  <b>People with fear while entering their valuable data like personal details, any application login credentials and banking details, etc...</b></p> <p><b>After :</b>  <b>People feels free from entering their valuable data after gaining knowledge about phishing.</b></p>		<p><b>8.2 OFFLINE</b></p> <p><b>They can aware &amp; detect &amp; prevent from phishing through reading books about phishing data through website.</b></p>