

PROJECT DESIGN PHASE 1

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID47326 |
| Project Name | Project – Web Phishing Detection |
| Maximum Marks | 2 Marks |

Problem_Solution_Fit

Problem-Solution fit canvas 2.0

Purpose / Vision

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|--|--|--|---|---------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small> <ul style="list-style-type: none"> The Users who uses the e-banking websites The one who make transactions through the e-banking websites | 6. CUSTOMER <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, internet connection, available devices</small> <ul style="list-style-type: none"> They doesn't know where to report the issue. They are not ready to lose more money. They are unaware of the person behind these attacks. | 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 those solutions have? i.e. pen and paper is an alternative to digital something</small> <ul style="list-style-type: none"> The users can be alerted prior they visit the website. The game based training can be provided so the user can differentiate between phishing and legitimate website. | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customer? There could be more than one; explore different sides</small> <ul style="list-style-type: none"> The phishing websites must be detected prior and should be blacklisted. The phishing url detecting websites can be built, so that the user can check the legitimacy of the website url. The users upon visiting the phishing websites can be warned prior they get into it. | 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> <ul style="list-style-type: none"> The ML algorithms prediction accuracy is less. The hackers uses new techniques to create a fake url, so it becomes harder to predict the phishing urls. Not much researches are carried out in this field. Not prior knowledge among the users. | 7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related; find the right order panel, installer, software usage and handling; indirectly associated; customer spend the time on volunteering work (i.e. Greenpeace)</small> <ul style="list-style-type: none"> The users are provided with the antiphishing websites they can check for the legitimacy of the url through those websites. If the user has these kind of experience then they may give a warning to the one who does not have knowledge about these problems. | |
| 3. TRIGGERS <small>What triggers customer to act? i.e. seeing their neighbour installing solar panels, resulting about a more efficient solution in the market</small> <ul style="list-style-type: none"> Upon receiving tempting or alert messages in the link. No prior knowledge about these kind of attacks. | 10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution that fit in the canvas, and check how much it fits reality. If you are working on a new business proposition, first keep it blank until you fill the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour</small> <ul style="list-style-type: none"> This antiphishing website is built upon choosing the best model that has provided greater accuracy, and many feature extractions are done, so it bring the greater accuracy in identifying the phishing websites. The website user interface is simple and easy to use. It makes use of the data mining algorithm, hence it can be highly effective. By using this the users can feel secured upto some extent. | 8. CHANNELS OF BEHAVIOUR <small>ONLINE: What kind of actions do customers take online? Extract online channels from #7 OFFLINE: What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development</small> <ul style="list-style-type: none"> They provide their all personal details on some websites that are fake. They try to gather more information regarding these attacks through books or through the public. | Extract online & offline CH of BE | |
| 4. EMOTIONS: BEFORE / AFTER <small>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</small> <ul style="list-style-type: none"> They feel insecure over the internet. They lose their money or card details and feel frustrated. | | | | |

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