

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- ❖ Online product purchasers
- ❖ E-banking users

6. CUSTOMER CONSTRAINTS

CC

- ❖ Compulsion to purchase online
- ❖ Daily usage of e-banking sites
- ❖ Allow all permissions they want

5. AVAILABLE SOLUTIONS

AS

- ❖ Avoid giving information's to unknown sites.
- ❖ Install firewalls
- ❖ Change passwords regularly

Pros:

These solutions may prevent us from phishing attacks.

Cons:

These solutions may not prevent all times

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- ❖ Avoid sharing banking details.
- ❖ Do payments only through authorized gateways.
- ❖ Create strong passwords for e-commerce websites.

9. PROBLEM ROOT CAUSE

RC

- ❖ People have to purchase online, because some products are available only on those e-commerce websites.
- ❖ For saving their time also people use online shopping systems.

7. BEHAVIOUR

BE

- ❖ Use antivirus software
- ❖ Don't click on pop ups from unknown sites.
- ❖ Never give out personal information
- ❖ Enable 2FA

Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS TR</div> <div><ul style="list-style-type: none">❖ Attractive Ads of the products from e-commerce websites trigger customers to buy products.❖ Attractive offers</div>	<div>10. YOUR SOLUTION SL</div> <div><ul style="list-style-type: none">❖ Giving phishing extensions to web browser that checks each page of the websites whether it is phishing page or not.❖ Install AI driven phishing simulations.</div>	<div>8. CHANNELS of BEHAVIOUR CH</div> <div>Online:<ul style="list-style-type: none">❖ Purchase only in well-known e-commerce websites.❖ Allow permissions only for authorized platform.Offline:<ul style="list-style-type: none">❖ Avoid sharing username, password and card details.</div>
<div>4. EMOTIONS: BEFORE / AFTER EM</div> <div><ul style="list-style-type: none">❖ Pessimistic > Optimistic❖ Uncertainty > Confident</div>		