

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> 1. Banks and online service providers 2. Credit card companies and social media websites	6. CUSTOMER CONSTRAINTS CC 1)It prevents the user from fraudulent websites. 2) It protects the privacy of the customers and prevents from loss of data or money.	5. AVAILABLE SOLUTIONS AS 1. Black list method which evades the attackers by using a fast flux algorithm. 2. Heuristic-based detection which discovers zero-hour phishing attack	EXplore AS, differentiate
Focus on J&P, into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1)Credit cards and banking details should be prevented from the attackers 2)Data should be protected from hackers.	9. PROBLEM ROOT CAUSE RC 1)It causes problems in banking and money transactions and leads to money loss. 2)It may also affect the medical sector. 3)It also affects social media users due to data insecurity.	7. BEHAVIOUR BE 1. The website has a chatbot where the user can clear their queries. 2. Security Concerns websites differ from all other types of browsing websites	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR 1)Good accuracy in detection by using ML Algorithm. 2) URL-based detection techniques use features of the URLs themselves to determine whether the link is malicious	10. YOUR SOLUTION SL 1. Detection of phishing URLs by extracting and analyzing various features of legitimate and phishing URLs. 2. The website can provide a more quick and more accurate solution. 3. The website can handle a large number of users simultaneously.	8.CHANNELS of BEHAVIOUR CH ONLINE: 1)The solution is based on online users through the internet. OFFLINE: 1)Phishing awareness training that educates end users on specific phishing attacks.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM BEFORE 1) Unable to detect malicious links or phishing URLs. 2) People are not aware of fake websites AFTER 1) Aware of malicious links or phishing URLs. 2)Fake links or websites could be found.			