

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>All internet users</div>	<div>6.CUSTOMER CONSTRAINTS<div>CC</div></div> <div><ul style="list-style-type: none"><li>Difficult to detect exact replica of the actual site.</li><li>Difficult to scan for malwares in files downloaded from that website.</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><ul style="list-style-type: none"><li>Alerts the user that the website redirects to another website.</li><li>Alerts the user if the website automatically downloads files into the system.</li></ul></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div><ul style="list-style-type: none"><li>Improper firewall protection leads to security threats.</li><li>Difficult to retrieve data from phishing websites Tedious process to develop an phishing detection software.</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Certain systems doesn't support the software as it's requirements are based on a baseline.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><ul style="list-style-type: none"><li>User pretends to be precautious while surfing on the internet.</li></ul></div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Seamless browsing facilitated with safety</li> <li>Protection from virus and malware</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Linear regression technique and Decision tree algorithm are used to classify the website based on the dataset that was used to train the AI model</li> <li>Random forest algorithm is used to improvise the accuracy of the detection</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <p>ONLINE</p> <ul style="list-style-type: none"> <li>The customer shares his/her feedback on the product through the online portals</li> </ul> <p>OFFLINE</p> <ul style="list-style-type: none"> <li>The customer also shares his/her experience on the product to their peer group which seeks popularity for the product</li> </ul>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>Before implementation of our projects people weren't aware whether they have been phished, but after which they started browsing without any stress</li> </ul>			