Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

A user who is willing to buy products online.

An enterprise user searching through the internet for some information

6. CUSTOMER CONSTRAINTS `CC`

The customers have no awareness on phishing websites.

After losing personal data, they get tensed and don't know what to do.

5. AVAILABLE SOLUTIONS `AS`

Triggering a message to the customer about the danger of using that website.

Blocking of phishing websites

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

The user should be blocked from entering such sites.

By prohibiting the user, such issues can be prevented.

9. PROBLEM ROOT CAUSE `RC`

User's lack of security awareness.

The attackers use new ways to cheat the naïve users

7. BEHAVIOUR `BE`

An option to check the legitimacy of the websites is provided.

The users get an idea of what not to do.

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

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3. TRIGGERS `TR`

A warning can be sent by triggering a pop up messages like "Blocked website", "Phishing site detected", "Danger to use" to the user about the site.

10. YOUR SOLUTION `SL`

Providing an option to check the legitimacy of the websites. This may increase the awareness among the users that prevents attackers

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Customers lose their personal data to phishing sites.

8.2 OFFLINE

Customers may learn from various resources like books, other people etc.,

4. EMOTIONS: BEFORE / AFTER　**EM**

The customers feel secure to use the Internet before facing the issue.

The customers feel worried, insecure and fear to use the internet after facing the issue.

from phishing the sites.

about the fraudulence.