Project Title: Web Phishing Detection Project Design Phase-I - Solution Fit Template Team ID: PNT2022TMID50233

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Define    CS, fit    into CC | | 1.    CUSTOMER    SEGMENT(S)    An enterprise user surfing through    the    internet    for    some    information.    An internet user who is willing to    shop    products    online. | CS | 6.    CUSTOMER    CONSTRAINTS    CC    They    don’t    know    what    to    do    after    losing    data.    Customers have very little awareness on    phishing    websites. | | 5. AVAILABLE SOLUTIONS  Which solutions are available AS  The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.  But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites from stealing data | | Explore    AS,    differentiate | |
| Focus    on J&P, tap    into BE,    understand RC | |  | |  |  |  | |  | | Focus    on J&P, tap    into BE,    understand RC | |
| 2. JOBS-TO-BE-DONE / PROBLEMS  The phishing websites must be detected in a earlier stage .  The user can be blocked from entering such sites for the prevention of such issues. | | J&P | 9. PROBLEM ROOT CAUSE    The hackers use new ways to cheat the naïve users.  Very limited research is performed on this part of the internet. | RC | | 7. BEHAVIOUR BE  The option to check the legitimacy of the Websites is provided.    Users get an idea what to do and more importantly what not to do. | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| I  d e n  t i f  y s  t r  o n g T  R  &  E  M | 3. TRIGGERS  TR  A trigger message can be popped warning the user about the site.    Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message. | 10. YOUR SOLUTION SL    An option for the users to check the legitimacy of the websites is provided.    This increases the awareness among users    and prevents misuse of data, data theft etc.,    . | 1. CHANNELS of BEHAVIOUR CH    1. ONLINE   Customers tend to lose their data to phishing sites.         * 1. OFFLINE   Customers try to learn about the ways they get cheated from various resources viz., books, other people etc., | I  d e n ti f  y s  t r  o n g T  R  &  E  M |
| 4. EMOTIONS: BEFORE / AFTER EM  How do customers feel when they face a problem or a job and afterwards?  The customers feel lost and insecure to use the internet after facing such issues.  Unwanted panicking of the customers is felt after encounter loss of potential data to such sites. |