

## Project Design Phase-I

### Problem – Solution

<b>Date</b>	30 September 2022
<b>Team ID</b>	PNT2022TMID36550
<b>Project Name</b>	Project - Web Phishing Detection
<b>Maximum Marks</b>	2 Marks

<p><b>1. CUSTOMER SEGMENT</b></p> <p>Our customers are those who uses a computer and needs a solution to protect their privacy in the online jungle.</p>	<p><b>6. CUSTOMER CONSTRAINTS</b></p> <p>Not even a single thing constraints our customer from using the product because our product is a free to use and we only charge for the premium features.</p>	<p><b>5. AVAILABLE SOLUTIONS</b></p> <p>They might have used some kind of anti-virus software that only checks the https connection. We check the weather the spelling of the website is correct or not through a database of most visited websites of a day-to-day user.</p>
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<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></p> <p>Phishing is one of the main concerns these days and the number of phishing attacks have increased over the years. We are focusing on preventing phishing websites from phishing.</p>	<p><b>9. PROBLEM ROOT CAUSE</b></p> <p>There are mirror websites similar to the legit one which people might find difficult to find legit one.</p> <p>Here we come in and check weather the website is legit one or not.</p>	<p><b>7. BEHAVIOUR</b></p> <p>User uses the product, which makes an impact in their life. Spreads the product to their friends and family which they use to in their day to day life and how it is useful to them.</p>
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<p><b>3. TRIGGERS</b></p> <p>When someone got phished (weather its their neighbours or someone in the news) and lost their money in the bank account.</p>	<p><b>10. YOUR SOLUTION</b></p> <p>Most of the users are not aware of the possibility of getting phished even through simple means.</p> <p>Our solution for this problem is to create awareness among the users and provide incentives to those who reach a certain amount of (may be) points. The higher the points they can get free premium subscription. By this way money might not be the constraint.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b></p> <p><b>8.1 ONLINE</b></p> <p>Users should not click any links that they never heard of or suspicious or even misspelled(sometimes which look similar to the legit one).</p> <p><b>8.2 OFFLINE</b></p> <p>User needs to scan the computer to check weather phisher are monitoring them through backdoor.</p>
<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p>The customers feel very safe and confident after using the product.</p>		