# Project Design Phase-I
# Solution Fit Template

| Team ID | PNT2022TMID49306 |
|---|---|
| Project Name | Web phishing Detection |

**Define CS, fit into CC**

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

## 1. CUSTOMER SEGMENT(S)  **CS**

A netizen who is willing to buy online products.

An enterprise user surfing throughthe internet for information.

## 6. CUSTOMER CONSTRAINTS  **CC**

Customers have very little awareness on phishing websites.

## 5. AVAILABLE SOLUTIONS  **AS**
Which solutions are available

The existing 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 is not effective as the attackers use a different/new site to steal potential data. Thus, an AI/ML model can be used to prevent customers from these kinds of sites which steals data

**Explore AS, differentiate**

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

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

The phishing websites must be detected in an earlier stage.
The user can be blocked from entering such sites for the prevention of such issues.

## 9. PROBLEM ROOT CAUSE  **RC**

The hackers use new ways to cheat the internet users.

Very limited research is performed on this part of the internet.

## 7. BEHAVIOUR  **BE**

The option to check the legitimacy of the Websites is provided.

Users get an idea about what to do and moreimportantly what not to do.

### 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.

### 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.

### 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.,

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### 8. CHANNELS of BEHAVIOUR `CH`

**8.1 ONLINE**

Customers tend to lose their data to phishing sites.

**8.2 OFFLINE**

Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,