xplore

AS, differentiate

CS

## 1. CUSTOMER SEGMENT(§)

Internet users who frequent millions of websites

especially those who utilise websites for e-banking and e-commerce.

#### **6. CUSTOMER CONSTRAINTS**

• Phishing attempts frequently result in the loss of a customer's credentials and valuable personal information.

#### 5. AVAILABLE SOLUTIONS

- Manual self-analysis using address features as a basis for confirmation.
- Double checking the link with a phishing database.

Focus

# 2. JOBS-TO-BE-DONE / PROBLEMS

Obtaining the URLs of websites from customers, classifying them using various ML

RC

#### 9. PROBLEM ROOT CAUSE

Developments in technology that encourage hacking and phishing.

Low effectiveness of algorithms.

Credential access that is unclear.

#### 7. BEHAVIOUR

- Making use of a unique extension that examines the current link
- The user can access the extension that offers results.

ocus on J&P, tap into BE, understand

BE

# 3. TRIGGERS • As alerted with the urge or temptation to commit to a task. ± n e d = 4. EMOTIONS: BEFORE / AFTER

## **10. YOUR SOLUTION**

Making a website in Python where a user may enter a URL and the system classifies it as a phishing website or not using machine learning algorithms and then provides the user with feedback

#### 8. CHANNELS of BEHAVIOUR



Using the website link to examine the phishing website's behaviour and receiving feedback from the build site

Before: Fear of Uncertainty, Vulnerability.	
After: Relief of maintaining privacy and confidence in website access.	