

**Ideation Phase**  
**Define the Problem Statements**

Date	19 September 2022
Team ID	PNT2022TMID31831
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

# Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
social media Influencer	reach people through content	only through online	unable to meet all to deliver my resource	insecure with my data's

I am	I'm trying to	But	Because	Which makes me feel
frequent online shopper	perform online transaction	payment portal doesn't feel safe	they may steal my data	insecure

I am	I'm trying to	But	Because	Which makes me feel
an e-commerce webservice provider	provide a secure shopping portal	user hesitate to use it	user may think it would be fake	frightened

I am	I'm trying to	But	Because	Which makes me feel
e-finance invenstor	invest on multiple stocks and funds	don't know which websites are safe to use	scare of illegal websites and payment	Frustrated