

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids All peoples who didn't know about phishing... 1. Peoples 2. Business persons 3. Millionaries	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. 1. This is only for URL detection. 2. Compulsory of internet. 3. Availability of browser.	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking 1. Spam filter 2. Microsoft defender for office 360.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. 1. Customer want to paste the URL in search box. 2. The URL is verified and result in shown. 3. If the URL is phishing site then it is reported.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. 1. Touching malicious links. 2. Giving sensitive informations to unauthorised sites. 3. Stealing of informations.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) 1. Clicking malicious links. 2. Certainly searching for detection sites. 3. To verify the safety precaution.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. 1. Phishing prevention. 2. Awareness about phishing. 3. Satefy measurements.	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. 1. Online search engine for web phishing detection using algorithms. 2. Easy and user friendly tool.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 All features are accessible during online. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Nothing accessible during offline.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before : Fear about phishing. After : They loss all sensitive informations.			