Project Title:Web Phishing Detection Project Design Phase-I - Solution Fit Template Team ID: PNT2022TMID41194

Train your staff

Keep your software and system fully up to date

Ensure endpoint protection

Install a firewall

Backup your data

Control access to your systems

SQL injection, parameter tampering, cross-site scripting, path traversal, and brute force to compromise a system or an application.

He process of dividing customers into specific customers segments or groups based on factors like demographic data, interests, and spending habits.



To find the correct and quality product for their benefits. And to reduce the expences by selecting good product and to see their performance.

A customer is an individual or business that purchases another company’s goods or services are important because they drive revenues; without them, businesses cannot continue to exist.

To provide them a detailed instruction. Its about and to give a proper way of communication without any bugs.



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|  | **3. TRIGGERS TR**  What triggers customers to act?  A trigger is an event that causes a buyer to have a clear need, which usally converts into a sense of purpose and urgency in there buying process.  Example : one personal life, you might have had a vague interest in getting a new camera. | **10. YOUR SOLUTION SL**  Use anti-phishing protection and anti-spam software to protect yourself when malicious messages slip through to your computer. Anti-malware is included to prevent other types of threats. Similer to anti-spam software, anti-malware software is programmed by security researchers to spot even the stealthiest malware. | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7    They seek for discount and quality product.     * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  A customer who does not use the internet. To make customers to use internet for buying products. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  BEFORE GETTING JOB : Customers feel that there is no financial strength in their life before getting job and feel lost. And there is no stable life.  AFTER GETTING JOB : Customers feel that there are taking in control of their life. They have more confident after getting job in financial status. |