

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

Who is your customer?

The user who wants to detect the phishing links and prevents the data.

6. CUSTOMER CONSTRAINTS**CC**

What constraints prevent your customers from taking action or limit their choices of solutions?

1. Network connection
2. have a device

5. AVAILABLE SOLUTIONS**AS**

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?

Its finding out the phishing links .

2. JOBS-TO-BE-DONE / PROBLEMS**JB**

Which jobs-to-be-done (or problems) do you address for your customers?

1. People want to do the most of things with only one device.
2. They want automatically detect the phishing websites.
3. They want prevent their data from unknown person.

9. PROBLEM ROOT CAUSE**RC**

What is the real reason that this problem exists?

What is the back story behind the need to do this job?

1. Sometimes the user doesn't know about real and phishing links.
2. The unknown person sand the phishing link to get the user's data

7. BEHAVIOUR**BE**

What does your customer do to address the problem and get the job done?

Detect phishing links and the user have network connection.

3. TRIGGERS

TR

What triggers customers to act?

1. People want to make their life easier, feel connected anytime and anywhere.
2. Phishing detection act prevent the data

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

1. They shouldn't want to others access their data.
2. User doesn't want much worry about web phishing

10. YOUR SOLUTION

SL

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.

These days data often needs to be visually presented in the form of interactive graphs or charts to be impact full and understand.

8.CHANNELS of BEHAVIOUR

CH

8.1ONLINE

What kind of actions do customers take online? online for detecting phishing websites.

8.2 OFFLINE

What kind of actions do customers take offline?

- 1.Table of phishing links.
- 2.offline videos and photos and some data.