Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

*A business user who uses business email for his company.

*A students who tries to login to his/her social media account.

*A bank customer who uses his account for online transaction.

6. CUSTOMER CONSTRAINTS `CC`

*The users or customers' account is hacked in no time.

*The personal information of the customer is not secure.

5. AVAILABLE SOLUTIONS `AS`

*Avoid clicking links from spam mails and anonymous messages.

*Adding new software and links that blocks the phishing websites.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

*Personal information obtained from phishing can affect the financial and personal image of the person.

*Diplomatic information obtained from phishing in an organisation can damage the company's brand image.

*Malicious messages are attracted to be clicked by the user as popup in the phishing websites.

9. PROBLEM ROOT CAUSE `RC`

*Users are unconscious of the deceitful websites.

*Outdated network protection application or safeguard application.

7. BEHAVIOUR `BE`

*Review the malicious sites.

*Contact the respective owner of the sites if you are affected.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`
*A notification or pop-up occurs on phishing websites.
*Users want to make their lives feel secured anywhere anytime

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE:
Feeling insecure and scared of entering their personal information in the sites.

AFTER:
Trust is built and the users are feeling comfortable and safe in surfing the internet.

10. YOUR SOLUTION `SL`

An alert message will be shown in the UI while detecting the URL in the specified time.

8.CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
Get feedback from the users

8.2 OFFLINE
Contact the respective owner

Identify strong TR & EM