Project Title: Web Phishing Detection

Project Design Phase-I - **Solution Fit**

Team ID: PNT2022TMID42127

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Business Executive
- Online Banking Member

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.

- Lack of Knowledge about Phishing website
- Tempted By Pop ups
- Cloned Website

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? i.e. pen and paper is an

- Use of anti-Phishing Software
- Anti-spam software usage

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.

- Know about what a Phishing scam looks like
- Secure user information
- Verify a site security
- Be Wary Of Pop ups

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the

- Lack of Security Awareness
- Undetermined scammers

7. BEHAVIOUR `BE`

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

- Contacting Cyber security
- Aware Of Phishing website
- Reporting the cloned sites

3. TRIGGERS   `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Use Strong Passwords
- Social media

4. EMOTIONS: BEFORE / AFTER   `EM`

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.

- Insecure>Secure
- Suspicious>trustworthy

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.

- Verifying the Website gateway

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

ONLINE
- Aware Of Phishing website
- Reporting the cloned sites

OFFLINE
- Contacting the Cyber security
- Complaint to the bank