

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

User who can purchase products and make their payments through e-banking.

6. CUSTOMER CONSTRAINTS

CC

Customers, they are not known which websites are fake and which are not fake. So the users can't figure out if or not they should trust their providing details in the websites.

5. AVAILABLE SOLUTIONS

AS

There are many phishing websites that are made available to detect a phishing websites. The major advantages in our phishing detection websites is that it accurately finds the phishing websites and warns the customers before immediately directly to the phishing website.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The main problem is that the user can provide their personal details to an e-banking website will be vulnerable to the fake websites ,so the data easily can be misused.

9. PROBLEM ROOT CAUSE

RC

The problem is the vulnerability of the customer's details to fake websites, so these websites will use the customers details to access their bank account and lost their money.

7. BEHAVIOUR

BE

The problem is the vulnerability of the customer's details to fake websites will use the customers details to access their bank account and lost their money.

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

Identify strong TR & EM

3. TRIGGERS

TR

Customers they know several web pages knowing how to protect themselves from phishing. So their details will be misused.

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE:

Customers were feeling insecure about online payment

AFTER:

Customer feeling confident for approaching several websites

10. YOUR SOLUTION

SL

To design a website to detect malicious websites using flask to approach the problem we will use URL feature extraction at the neural model.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- 1. Websites
- 2. Social media platforms

8.2 OFFLINE

- 1. Customer

Identify strong TR & EM