Project Title:Web phishing   Project Design Phase-I - Solution Fit   Team ID: PNT2022TMID24996

Define cs,fit into cc	1.Customer segment(s)
	        User's who are all want to accessing the sites safely.
	        The internet user.
	
	CS
		6.Customer constraints
		        Anxiety,
		        Mysteries,
		        Lack of awareness,
		        Cloned sites.
		
		CC
			5.Available Solution
			        Create incident response plans.
			        Share threat intelligence.
			        Use automation.
			        Antivirus.
			
			AS

Focus on j&p,tap into BE,understand RC	2.JOb to be done/problem
	    Checking whether the site is legal or not.
	    And also want to check the accuracy of the site.
	
	J&P
		9.Problem root cause
		        Not having secure internet access.
		        Lack of employee training in web phising.
		        Several online offers.
		
		RC
			7.Behaviour
			        Have to use secure sites to avoid problem.
			        Have to use secure software.
			        Raise complaint to cyber-crime.
			        Community helpline.
			
			BE

Identify strong TR & EM	3.Triggers
	    Exiting ads.
	    Unwanted ads.
	    Social media.
	
	TR
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	4.Emotions:Before/After
	    Before:
	        Suspicious,
	        Insecure,
	        Unknown
	
	    After:
	        Trustworthy,
	        Secure
	        Known
	
	EM
		10.Your Solution
		        Be aware of illegal sites.
		        Do not click pop up windows.
		        Do not accept cookies.
		        Use Flask to detect malicious site.
		
		SL
			8.Channels of behaviour
			 Online:
			        Websites,
			        Analysis the page,
			        Social media platform.
			
			Offline:
			        Threatening.
			        Active attack.
			        Customer care through phone calls.
			
			CH