

fine CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>An internet user who is thoughts to buy products online.</div><div>An enterprise user surfing through the internet for getting more information over the internet</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>Customers to have very low awareness on phishing websites.</div><div>They don't know what to do after they losing their data information.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available</div><div>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</div><div>But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites to stealing data</div></div>	
s on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>The phishing websites must be detected the url have some phishing suspicious in a earlier stage</div><div>The user could be blocked from entering such sites for the preventionof such issues like phishery links.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>The black hat hackers to use some new ways to cheat the native users.</div><div>Very limited research is performed on this part of the internet.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>The option to check the legitimacy of the Websites is provided.</div><div>Users get an idea what to do and more importantly what not to do.</div></div>	s on J&P, tap into BE, understand RC

I d e n t i f y s t r o n g T R & E M	<div><div>3. TRIGGERS</div><div>TR</div><p>A trigger message can be popped warning the user about the site.</p><p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><p>An option for the users to check the legitimacy of the websites is provided.</p><p>To increasing the awareness among users and prevents misuse of data, data theft etc.,</p></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE</div><p>Customers tend to lose their data to phishing sites.</p><div>8.2 OFFLINE</div><p>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,</p></div>	I d e n t i f y s t r o n g T R & E M
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>How do customers feel when they face a problem or a job and afterwards?</p><p>The customers feel lost and insecure to use the internet after facing such issues.</p><p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p></div>			