Project Title: Web phishing **Project Design Phase-I - Solution Fit** **Team ID:PNT2022TMID24978**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- User's who are all want to accessing the sites safely.

6. CUSTOMER CONSTRAINTS CC

- Have to check everything before enter into the sites.
- User shouldn't access the third party site.

5. AVAILABLE SOLUTIONS AS

- Create incident response plans
- Share threat intelligence
- Use automation.

Explore AS, differentiate

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

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

- Checking whether the site is legal or not.
- And also want to check the accuracy of the site.

9. PROBLEM ROOT CAUSE RC

- Not having secure internet access.
- Lack of employee training in web phising.

7. BEHAVIOUR BE

- Have to use secure sites to avoid problem.
- Have to use secure software.

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

Identify strong TR & EM

3. TRIGGER TR

- Exiting ads.
- Unwanted ads.

4. EMOTIONS: BEFORE / AFTER EM

- Before: Exited
- After: Frustrated

10. YOUR SOLUTION SL

- Be aware of illegal sites.
- Do not click pop up windows.
- Do not accept cookies.

8. CHANNELS of BEHAVIOUR CH

Online:

- Have to use secure sites to avoid problems.
- Have to use secure software.

Offline:

- Threatening.
- Active attack.

Identify strong TR & EM