Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

An internet user who is willing to shop products online.

An enterprise user surfing through the internet for some information.

6. CUSTOMER CONSTRAINTS   CC

Customers have very little awareness on phishing websites.

They don't know what to do after losing data.

5. AVAILABLE SOLUTIONS   AS
Which solutions are available

The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.

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 from stealing data

Explore AS, differentiate

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

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

The phishing websites must be detected in a earlier stage .
The user can be blocked from entering such sites for the prevention of such issues.

9. PROBLEM ROOT CAUSE   RC

The hackers use new ways to cheat the naïve users.

Very limited research is performed on this part of the internet.

7. BEHAVIOUR   BE

The option to check the legitimacy of the Websites is provided.

Users get an idea what to do and more importantly what not to do.

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

3. TRIGGERS `TR`

A trigger message can be popped warning the user about the site.

Phishing sites can be blocked by the ISP and can show a "site is blocked" or "phishing site detected" message.

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?

The customers feel lost and insecure to use the internet after facing such issues.

Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.

10. YOUR SOLUTION `SL`

An option for the users to check the legitimacy of the websites is provided.

This increases the awareness among users and prevents misuse of data, data theft etc.,

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Customers tend to lose their data to phishing sites.

8.2 OFFLINE

Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,