

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID24960
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Problem Statement:



Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	A model	purchase latest design boutique for event	i feel security concern	the website is not completely secured	disappointed