

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Users with access to Internet and who share secure information using the Internet and are prone to malicious attacks.
- Online Transactions and Business management using the Internet.
- People using secure data transfer for confidential and sensitive.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Lack of technical awareness among the website users and lack of experience.
- The attacker gains access to the users personal information which makes them more vulnerable.
- Phishing attacks perfectly mimic the websites of the original owners which results in losing of confidentiality.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Presence of Lock symbol to ensure the URL secureness.
- Firewalls, Activity Trackers
- Cross verifying link with Phishing database.
- VPNs, Proxies
- Using Antivirus Software

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Data leaks, system malfunctioning.
- Confidential threat
- Motive is to ensure end users privacy .
- Ensure customers feel safe to trust and use the internet without hesitation.
- Should be able to identify URLs without SSL certificate.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- New methods adapted by attackers to gain users access.
- Scam can benefit a attacker illegally and they can exploit the users for their benefits.
- Algorithms efficiency are low.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Using a custom extension that analysis the current link. Users access the extension which provide the result
- Show the percentage by which how much a website is unsafe for proceeding.
- Block the website URL using ad blockers or web protection software.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- In form or alerts or the temptation to commit.
- Loss of Data
- Increase in Spam Mails

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Worried, Frustrated, Insecure due to trust issues while transffering data or money
- Confident and secure when assured safety of transactions.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Tool that avoids users to using the URL or getting into malicious links.
- Automated analysis and awareness.
- Detecting Phishing websites by Machine Learning & Classification Algorithm.
- Use of Pre-defined blacklisted website database

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Use prior knowledge and experience if performing online transactions on legitimate websites to identify phishing websites.
- File police complaint on service provider or bank for stealing their credentials and money.

Identify strong TR & EM