

Ideation Phase

Define the Problem Statements

TITLE :	WEB PHISHING DETECTION
TEAM Id:	PNT2022TMID42144
COLLEGE NAME:	AVS COLLEGE OF TECHNOLOGY

Customer Problem Statement Template:

An industrialist holds his own iron based company and he wants to transfer profit money earned from the industry to the business co-partner. So, he login to the website in the browser. But it takes some time to open the website then he searched for all details about the transactions. At last he entered the credit card details, username and other credentials for the transaction of money.

Then he received the message the transaction was successful for the certain amount. After some minutes he received another message that his bank balance is null. Then only he realized it was a fake website and his were stolen.

To avoid this we need to solve this problem by using web phishing detection.

I am	<i>Describe customer with 3-4 key characteristics- who are they?</i>	<i>An Industrialist.</i>
I'm trying to	<i>List their outcome or "job" they care about – what are they trying to achieve ?</i>	<i>To transfer profit money to the business co-partner</i>
but	<i>Describe what problems or barriers stand in the way- what bothers them most?</i>	<i>It takes some time to display account details and quite different</i>

because	<i>Enter the “root cause” of why the problems or barrier exists – what needs to be solved?</i>	<i>The bank details may get stealed.</i>
Which makes me feel	<i>Describe the emotions from the customer’s point of view- how does it impact them emotionally?</i>	<i>It makes me embarrassed and panic not to use e-banking for transferring the money.</i>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Young working person	Pay the electricity bill through online.	It takes some time to display the details .	Some illegal websites steals the login credentials.	Frustrated using the fake websites.

PS-2	Beautician	Buy beauty products through online.	It seems some different rather than other websites.	Some fake websites are used to earn money.	Unsafe and loss of money while using fake websites.
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