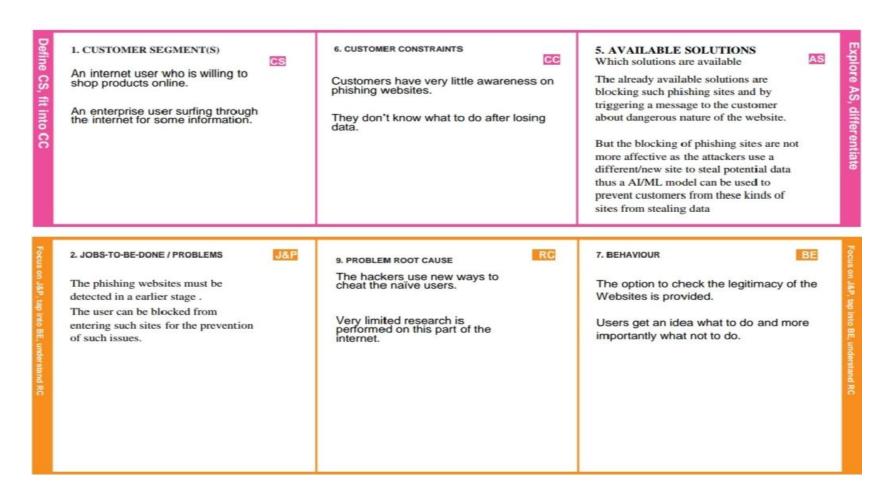
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3. TRIGGERS A trigger message can be popped warning the user about the site.	10. YOUR SOLUTION An option for the users to check the legitimacy of the websites is provided.	B. CHANNELS of BEHAVIOUR ONLINE Customers tend to lose their data to phishing sites.
Phishing sites can be blocked by the ISP and can show a "site is blocked" or "phishing site detected" message.	This increases the awareness among users and prevents misuse of data, data theft etc.,	L2 OFFLINE Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,
4. EMOTIONS: BEFORE / AFTER 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.		