1. CUSTOMER SEGMENT(S) `CS`

Socialmedia users i.e
students,businessman

6.CUSTOMER LIMITATIONS `CC`

Looking for Human Verification

Clogs your Phone's RAM

Takes More Memory Space

5. AVAILABLE SOLUTIONS `AS`

Anti-spyware and Firewall settings
are used to prevent phishing attacks
from the phishing websites

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

Malicious link will lead to a website
that often steals credentials or
financial information like credit card
numbers

9. PROBLEM ROOT CAUSE `RC`

Your users lack security
awareness More specifically, a
lack of employee training
focusing on issues such as
phishing and ransomware is
the main reason for these
attacks being so successful

7. BEHAVIOUR `BE`

Users remain the weakest link and
attackers know how to fool them by
manipulating their behaviour.

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

3. TRIGGERS `TR`

- Seeing other users installing Website Phishing Detection system
- Seeing advertisements on social media.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE:

Social media users get stressed when they lose their money and information like passwords etc…

AFTER:

Feel safe and secure after the solution has installed

10. YOUR SOLUTION `SL`

- The device will detect the phishing websites and also provide anti-phishing protection and anti-spam software to protect users when malicious messages slip through to their computer.
- Anti-malware is included to prevent other types of threats. Similar to anti-spam software.

8. CHANNELS OF BEHAVIOR `CH`

8.1   ONLINE

Extract channels from behavior block

8.2   OFFLINE

Extract channels from behavior block and made the setup available offline for customer development use