

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Ecommerce customers. Online transaction users.	<b>6. CUSTOMER CONSTRAINTS</b> Lack of awareness spread Insufficient Technical knowledge	<b>5. AVAILABLE SOLUTIONS</b> Antivirus software. Get free anti-phishing add-ons. Install firewalls.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Warn users when malicious URLs are detected.	<b>9. PROBLEM ROOT CAUSE</b> Hackers trying to steal sensitive information for making money.	<b>7. BEHAVIOUR</b> Rotate passwords regularly. Don't give out sensitive information to unknown websites	Focus on J&P, tap into BE, understand RC
Identify Strong TR & EM	<b>3. TRIGGERS</b> Loss of money. Data loss.	<b>10. YOUR SOLUTION</b> Using Machine learning and data mining techniques to detect web phishing attacks.	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> Use secure websites from prior knowledge. <b>8.2 OFFLINE</b> Take legal actions by filing a police complaint about inappropriate banking sectors.	Identify Strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> Frustrated. Depressed.			