Define

CS,

fit into

strong

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### 1.CUSTOMER SEGMENT(S)



## 6. CUSTOMER CONSTRAINTS



## 5. AVAILABLE SOLUTIONS



The people or organization who required safe browsing.

Phishers have also started to develop a psychology behind their emails that plays off urgency, greed or trust. Combined with the legitimate look and feel of the spoofed websites, even more cautious and aware users can fall vic-tim to their attacks"

Use anti-phishing protection and anti-spam software to protect yourself when malicious messages slip through to your computer. Antimalware is included to prevent other types of threats. Similar to anti-spam software, antimalware software is programmed by security researchers to spot even the stealthiest malware

# 2. JOBS-TO-BE-DONE / PROBLEMS



### 9. PROBLEM ROOT CAUSE



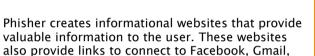
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## 7. BEHAVIOUR



- a. Classify phishing and non phishing website.
- b. Identifying phishing website
- c. Which algorithm should be use to identify the phishing website more accurately.
- d. how to protect our website.

The largest door being opened for cyber criminals is, without a doubt, the one labelled with "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.



phished websites instead of the authentic websites. To maintain the user's confidence in deceptive links. phishers generally use link manipulation techniques

and Twitter. These links redirect the user to

### 3. TRIGGERS





Hacking of confidential Data from an organization. Hack the bank informations which may leads to loss of money.

### 4. EMOTIONS: BEFORE / AFTER



Phishing is a type of social engineering attack often used to steal user data. including login credentials and credit card numbers. It occurs when an attacker, masquerading as a trusted entity, dupes a victim into opening an email, instant message, or text message.

# 10. YOUR SOLUTION

To detect and predict ebanking phishing website be purpose intelligence, flexible and effective system that is based on classification Algorithms.

### **8.**CHANNELS of BEHAVIOUR



Online: Using classification algorithm to predict the phishing website and alert a customer... Offline; No thread will be during

offline...