

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>An internet user who is willing to shop products online.</p><p>An enterprise user surfing through the internet for some information</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>Customers have very little awareness on phishing websites.</p><p>They don't know what to do after losing data.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</p><p>But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites from stealing data</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>The phishing websites must be detected in earlier stage.</p><p>The user can be blocked from entering such sites for the prevention of such issues</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>The hackers use new ways to cheat the naïve users.</p><p>Very limited research is performed on this part of the internet.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>The option to check the legitimacy of the Websites is provided.</p><p>Users get an idea what to do and more importantly what not to do.</p></div>	
	Focus on J&P, tap into BE, understand RC			

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>A trigger message can be popped warning the user about the site.</p> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p>	<p>10. YOUR SOLUTION SL</p> <p>An option for the users to check the legitimacy of the websites are provided.</p> <p>This increases the awareness among users and prevents misuse of data, data theft etc...</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>Customers tend to lose their data to phishing sites.</p> <p>8.2 OFFLINE</p> <p>Customers try to learn about the ways they get Cheated from various resources viz., books, other people etc...</p>	Identify strong TR & E
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet After facing such issues</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p>			