**Project Title:** Web phishing Detection **Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID50730

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

**AS**

**5. AVAILABLE SOLUTIONS**

* Use anti-phishing protection and anti-spam software to protect yourself when malicious messages slip through to your computer.
* Data privacy
* Technology awareness

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

* Financial, health, intellectual and government information are the most likely to be stolen

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

* If any technical issue in software faced by customer, they will send us feedback on the same and our technical team will solve their problem in efficient way and get back to them by sending mail.

**RC**

**9. PROBLEM ROOT CAUSE**

* loss of money, loss of intellectual property, damage to reputation, and disruption of operational activities.

**J&P**

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

* Emails with Bad Grammer and Spelling Mistakes
* Suspicious attachments
* Produce more accurate solution for the report

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

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**Identify strong TR & EM**

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * It is attractive browsing trigger the   customers to this technology | **10. YOUR SOLUTION SL**   * It will make work faster detection. * It is very much useful for internet users. | 1. **CHANNELS of BEHAVIOUR CH**  * Online :   It is finding inconsistencies in email addresses, links and domain names. |  |
| **4. EMOTIONS: BEFORE / AFTER**   * Thieves may send a spam email message, instant message, or pop-up message that infects the consumer's PC with spyware or ransomware and gives control of it to the thief * Phishing has a list of negative effects on a business, including loss of money, loss of intellectual property, damage to reputation, and disruption of operational activities. **EM** |