Project Title: WEB PHISHING DETECTION **Project Design Phase-I - Solution Fit** **Team ID:** PNT2022TMID43816

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Here our customer is anyone who uses internet through which he shares personal / sensitive information.

Eg: Individual who handle sensitive data and online transactions.

6. CUSTOMER CONSTRAINTS CC

- ✓ Not having enough knowledge about phishing activities and getting trapped in it.
- ✓ Not knowing how to protect them and identify malicious websites.
- ✓ Lacking information about anti-phishing and anti-spam software

5. AVAILABLE SOLUTION AS

Anti-phishing protection and anti-spam software are available to protect us from malicious activities, websites, links and mail.

Explore AS, differentiate

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

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

- ✓ Help to identify between fake and original websites.
- ✓ The user while visiting the website can be warned prior while they get into it.

9. PROBLEM ROOT CAUSE RC

- ✓ Low security configurations and poor authentication.
- ✓ Not having prior knowledge to the users
- ✓ The ML prediction accuracy is less.
- ✓ There was not that much research were carried out in this field

7. BEHAVIOUR BE

- ✓ Report the phishing incident to cyber cell, turn off internet, scan the whole device to clear the virus.
- ✓ If the user has these kinds of experiences then they give a warning to the one who doesn't have prior knowledge about the problem while using the website

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

Identify strong TR & EM

3. TRIGGERS

TR

- ✓ When a user is tricked into clicking a bad link.
- ✓ They might have no prior knowledge about the kind of attacks done while clicking the websites

4. EMOTIONS: BEFORE / AFTER

EM

Before: insecure and terrified because their information is subjected to vulnerable activities.

After: Feels secured and privacy of data is maintained.

10. YOUR SOLUTION

SL

- ✓ Allows the customer to check whether the attachment or the link received is legitimate in a more user-friendly manner.
- ✓ We can give prior alert box while using the website to predict that the website we are using is secure or not.
- ✓ User must be aware of the phishing websites and they can prevent the loss of their personal information

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE: web application can be developed by which legitimate and phishing websites can be differentiated.

8.2 OFFLINE: Social awareness can be created and people can be educated the importance of securing the personal information

Identify strong TR & EM