

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Ecommerce customers. Online transaction users.	6. CUSTOMER CONSTRAINTS Lack of awareness. No age limit.	5. AVAILABLE SOLUTIONS Antivirus software. Get free anti-phishing add-ons. Install firewalls.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Warn users when malicious URLs are detected.	9. PROBLEM ROOT CAUSE Hackers trying to steal sensitive information for making money.	7. BEHAVIOUR Rotate passwords regularly. Don't give out information unnecessarily.	Focus on J&P, tap into BE, understand RC
Identify Strong TR & EM	3. TRIGGERS Loss of money. Data loss.	10. YOUR SOLUTION Using Machine learning and data mining techniques to detect web phishing attacks.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Use secure websites from prior knowledge. 8.2 OFFLINE Take legal actions by filing a police complaint.	Identify Strong TR & EM
	4. EMOTIONS: BEFORE / AFTER Frustrated. Annoyed.			