

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> <p>Companies and people who used to pay their debts and bills through online. Helps in safe and secure transaction.</p>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small> <p>Complexity in implementation and in cost. No proper idea about the phishing website detection.</p>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> <p>Ensure the links are trusted based on SSL certification, check the links in domain name server etc...</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <p>Companies may lose their global positions and people may lose their bank balances.</p>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small> <p>Due to the carelessness and darkness of the employers working in the organisations is the major root cause.</p>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> <p>Use an SSL Certificate to secure all traffic to and from your website. This protects the information being sent between your web server and your customers' browser from eavesdropping.</p>	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <p>After knowing benefits of web phishing detection.</p>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> <p>Use ML classification and clustering algorithms to identify and prevent from phishing websites which will make people and organisations feel better.</p>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> <p>Customers search about different web phishing detection schemes.</p>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small> <p>Feels insecure about their personal details. Feeling secured.</p>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <p>Consulting Cyber Security analysts.</p>	