

WEBPHISHING DETECTION

1.CUSTOMER SEGMENT(CS)

Phishing is a type of social engineering attack often used to steal Customer Data, including Login Credentials and Credit card

6.CUSTOMER CONSTRAINTS

User can only Login

They can't able to Access the phishing URL or websites.

5.AVAILABLE SOLUTION

Anti-Phishing Plug in

Prevention against Malware Software.

Spam Filters

2.JOB-TO-BE-DONE / PROBLEM

User Awareness

Data Preprocessing

Phishing Blacklist and whitelist Based Techniques

9.PROBLEM ROOT CAUSE

Fast-Track Problem Solving

Detect Phishing Attacks

Tree Diagrams

7. BEHAVIOUR

Gain:

Proactively Protect Against Malware and Phishing Websites.

Pain:

Phishing is used to Steal User data

3. TRIGGERS

It occurs when an attacker, dupes a Victim into Opening an email

4. EMOTIONS:

Troubled
&worried

Stressed
&confused

10. YOUR SOLUTION

Predict the
Phishing
Website or URL

Securing the
User Data

8. CHANNELS OF BEHAVIOUR ONLINE

Accessing
Web Pages

