Project Title: Web Phishing **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMID26146

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer? i.e. working parents of 0-5 y.o. kids

- Anyone using internet can be our customer.
- They may be an individual or an organization, etc.,
- They could be of any age group or from any country.

6. CUSTOMER CONSTRAINTS

CC

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.

- New age phishing attacks are effective and difficult to detect.
- Attackers are able to bypass human defenses in various ways.
- The methods are not very effective and have some drawbacks.
- The methods to break through the anti-phishing solution are found by the attackers.

5. AVAILABLE SOLUTIONS

AS

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

Some of the existing solutions for web phishing are:

- Bayesian content filtering
- Blacklist-Based Anti-Phishing
- Browser-Integrated Anti-Phishing
- Authentication-Based Anti-Phishing

But these solutions are not precise and there can be higher possibility for false alarms.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Designing an efficient system that detects phishing sites using various machine leaning algorithms and datasets.
- This system will provide essential details for the customer to believe that the site is genuine or not.

9. PROBLEM ROOT CAUSE

RC

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.

- The attackers send messages aiming to trick the user into revealing important data—often a username and password that the attacker can use to breach a system or account.
- Phishing can be done through websites that are identical to original websites or by clicking external links from a website or any social media.
- Loss of money, loss of intellectual property, damage to reputation, and disruption of operational activities are some of the results of web phishing.

7. BEHAVIOUR

BE

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)

- Thinking twice before clicking any link.
- Knowing what a phishing scam looks like.
- Installing an anti-phishing toolbar.
- Verifying a site's security.
- Checking online accounts regularly.
- Keeping the browser updated.
- Using Firewalls.
- Never Giving Out Personal Information.
- Rotate passwords regularly.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The steady increase in number of phishing sites and techniques, the difficulty to track down the cybercriminals due to the anonymity nature of the internet, the necessity to use websites for transactions, etc.,

4. EMOTIONS: BEFORE / AFTER

EM

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.

BEFORE: Doubtful and anxious about their privacy and fear of loosing personal and important information.
AFTER: Lose trust towards all sites even if they are genuine and think multiple times before they provide any important information.

10. YOUR SOLUTION

SL

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.

Designing an effective, user friendly and efficient system that detects phishing sites using various machine leaning algorithms and datasets.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Customers are cautious towards all sites, they use firewalls or anti-phishing software and are careful to not fall into any traps because most of the phishing attacks occur online.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Phishing can be possible offline too. An attacker can hack, eavesdrop or steal personal information to initiate an attack. Most common form of offline phishing is messages.

Identify strong TR & EM