

Project Design Phase I

Problem – Solution Fit Template

Date	19 september 2022
Team ID	PNT2022TMID06282
Project Name	Project - WEB PHISHING DETECTION
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Project Title: Web Phishing Detection **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMID06282

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>Ecommerce Consumers</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><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> <p>✓ Lack of awareness</p> <p>✓ Untraceable scam websites</p> <p>✓ Cloned websites</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p><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> <p>✓ Existing web phishing detection websites</p> <p>✓ Word of Mouth</p> <p>✓ News coverage</p> <p>✓ Social Media</p> </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p><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> <p>✓ Authentication of websites</p> <p>✓ Prevention of scams</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p><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> <p>✓ Greedy Scammers</p> <p>✓ Lack of awareness from customers</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <p><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> <p>✓ Contacting Cybersecurity</p> <p>✓ Researching about website</p> <p>✓ Web community helpline</p> <p>✓ Reporting the site</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p><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> <p>✓ Reading about the E-Banking scams</p> <p>✓ Social Media</p> <p>✓ Past experiences</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>10. YOUR SOLUTION SL</p> <p><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> <p>Verifies the genuineness of E-Banking websites/ Gateway</p> </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p><small>B.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></p> <p>✓ Researching website</p> <p>✓ Reporting the site</p> <p><small>B.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>✓ Filing complaint with Bank</p> <p>✓ Contacting Cybersecurity</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p><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> <p>✓ Insecure > Secure</p> <p>✓ Suspicious > Trustworthy</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>		

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