| Date | 19 September 2022 |
|---|---|
| Team ID | PNT2022TMID37764 |
| Project Name | Web Phishing Detection |
| Maximum Marks | 2 Marks |

**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  CS

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

- User who uses online shopping websites
- The one who make money transaction through e banking websites.

### 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.

- The customer don't know where to report the issue.
- They are not ready to lose their information
- They were not aware of the person behind these attacks

### 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

- The user must get an alert in prior while they visit the website
- The website can be scanned so that the virus is prevented in user's mobile and computer

**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.

- The phishing websites must be detected in prior.
- The user while visiting the website can be warned prior while they get into it.

### 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 hackers use new techniques for creating a fake website
- Not having prior knowledge to the users
- The ML prediction accuracy is less..
- There were not that much research are carried out in this field

### 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)

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## 3. TRIGGERS `TR`

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

- It receives alert messages in the link the user clicks
- They might have no prior knowledge about the kind of attacks done while clicking the websites

## 4. EMOTIONS: BEFORE /AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?

- They may feel insecure while using the website.
- They lose all their details and credit card information and because of that they feel frustrated.

i.e., lost, insecure > confident, in control - use it in your communication strategy & design.

## 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 behavior.

- We can install anti phishing website in order to prevent virus attack
- We can give prior alert box while using the website to predict that the website we are using is secure or not
- User must be aware of the phishing websites and they can prevent the loss of their personal information

## 8. CHANNELS of BEHAVIOUR `CH`

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

- They provide all their personal details including credit card information to some websites

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

- They try to research more information regarding attacks through books or from public