

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

1. Customers who are not able to predict the security Concern for the online payment gateway.

2. Industry/organization who are not able to protect the data, credentials and other Information from the malicious websites

6. CUSTOMER CONSTRAINTS

CC

Anxiety:

Customers began to get anxious when they still don't have idea how they got solution

Mysteries:

They call it mysteries when they get to know about phishing solution which is unexpected how they founded.

5. AVAILABLE SOLUTIONS

AS

1. By Using antivirus for security

2. By reading all the policies of the websites

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

1. This statement is the series of the challenges that we faced to detect phishing attacks with constraints on accuracy and performance.

2. In this article, we will discuss about the hoe malicious web pages can be in the real time scenario.

9. PROBLEM ROOT CAUSE

RC

1. Lack of knowledge

2. Several online offers

3. Less attentive to reading polices

7. BEHAVIOUR

BE

1. Complaint to the cyber-crime for malicious website.

2. Approach the customer care number.

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

<div>3. TRIGGERS</div> <div>TR</div> <div>Customers can approach to several web pages knowing how to protect themselves from phishing</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>To design a website to detect malicious websites using Flask</div> <div>To approach the problem we will use the URL feature extraction and classifier neural model</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE</div> <div>1.Websites</div> <div>2.Social media platforms</div> <div>8.2 OFFLINE</div> <div>1.Customer care through phone calls</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before: Customers were feeling insecure about the online payment gateway.</div> <div>After: Customers feeling confident for approaching several websites</div>		