

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Users who purchase products online and make payments through e-banking.</div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>Customers do not know which websites are fake and which are not. So they can't figure out if or not they should trust the websites in providing details.</div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>There are many phishing detection websites that are made available to detect a phishing websites. The major advantage with our phishing detection website is that it accurately finds the phishing websites and warns the customers before immediately directing to the phishing website.</div><div>AS</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>The main problem is that the personal details or sensitive details provided by customers to an e-banking website will be vulnerable to the fake website for misuse.</div><div>J&P</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>The problem is the vulnerability of the customer's details to fake websites. So these websites will use the customer's details to access their bank account and loot the money.</div><div>RC</div></div>	<div><div>7. BEHAVIOUR</div><div>The customers use phishing detection websites in order to prevent using fake websites and protect the details from those websites.</div><div>BE</div></div>	
	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>The fear of the leakage details the customers provide triggers the customers as these details can be misused.</p>	<p>10. YOUR SOLUTION SL</p> <p>The best solution from preventing the customers from using the fake websites is to use the phishing detection websites so they can prevent their details from getting leaked.</p>	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>Customers use phishing websites in order to prevent their details that they would provide to the website from getting leaked.</p> <p>8.2 OFFLINE</p> <p>There will be no problem when the customer is offline as they can't use any website when they go offline.</p>	Identify strong TR & EM
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>When the customers do not use phishing detection websites they will be in the fear of the details getting leaked, scare of the money in bank account getting looted.</p> <p>Once they start using phishing detection websites they will be confident in providing the details.</p>			