

Project Design Phase-I
Problem – Solution Fit Template

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| Date | 13 October 2022 |
| Team ID | PNT2022TMID01009 |
| Project Name | 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 behavioural 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 behaviour.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behaviour 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.**

Problem – Solution Fit:

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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> a. users who purchase products online and make payments through e-banking b. sensitive data will be shared through these kind of sites | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> a. Not able to see the backend process of the transaction site, they won't be able to know the true nature of the site. b. Feeling insecure about the constraint because of less information. | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> a. Previous solution checks whether the site is available in the list of legitimate sites but they have the limitations of properties like accurate name and frequent addition of items in list. b. Other ML model solution predictions are based on the contents of the URL rather than the properties of them. | Explore AS, differentiate |
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| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> a. Websites need to be checked whether data are shared somewhere else. b. Users data need to be secured from those phishing sites. c. Web phishing is one of the major threats to a web service | 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> a. Attackers keep fooling people by spoofing original sites. b. They use their knowledge on the domain for cheating and other bad intentions. c. Common people will not have much knowledge on this domain. They find it harder just to use the web service. | 7. BEHAVIOUR BE <ul style="list-style-type: none"> a. Users need to be more aware about what information they provide to the sites. b. They should not believe any site they visit even if they look like the legitimate ones. | Focus on J&P, tap into BE, understand RC |
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| Identify strong TR & EM | 3. TRIGGERS TR <ul style="list-style-type: none"> a. Trust b. Fear c. Time d. Value e. Safety | 10. YOUR SOLUTION SL <ul style="list-style-type: none"> a. Created a website with a simple UI which asks for the URL of the website. b. Then, our website analyses the information about the given URL and predict it whether it is a legitimate or phishing site. c. Prediction will be more accurate because of the Random Forest Tree Algorithm. | 8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> 8.1 Online Enter the input URL and predicts the site. 8.2 Offline <ul style="list-style-type: none"> a. Offline b. Checks the site already available legitimate sites list. c. Stores the phishing site to another list. | Identify strong TR & EM |
| | 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> a. Before <ul style="list-style-type: none"> i. Stressed ii. Fear iii. Frustrated iv. Confused b. After <ul style="list-style-type: none"> i. Confident ii. Safe iii. Peace iv. Happy | | | |