Define CS, fit into CC

Explore AS, differentiate

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

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

1. CUSTOMER SEGMENT(S)

An internet user who is willing to shop products in online.

Customers want to transfer the amount without any disruption through online.

6. CUSTOMER CONSTRAINTS

Lack of reliable internet connection. accessing to internet banking services can be hindered in the absence of a stable internet connection.

Inability to handle complex transactions.

Customers have very little awareness onphishing websites.

5. AVAILABLE SOLUTIONS

Which solutions are available? The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous

But the blocking of phishing sites are notmore affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites from stealing data

2. JOBS-TO-BE-DONE /PROBLEMS   `J&P`

The phishing websites must be detected in a earlier stage . The user can be blocked from entering such sites for the preventionof such issues.

Enable transaction alerts.

Make sure to use only secure internet connection.

9. PROBLEM ROOT CAUSE   `RC`

Phishing is the type of social engineering attack often used to steal user data, including login credentials, credit card numbers.

Lack of awareness.

The hackers use new ways tocheat the naïve users.

Very limited research is performed on this part of theinternet.

7. BEHAVIOUR   `BE`

What does your customer do to address the problem and

Behavioral biometrics technologies helps for customer's protection and digital user experience.

Best software that quickly finds phishing website.

Users get an idea what to do and more importantly what not to do.

3. TRIGGERS

A trigger message can be popped warningthe user about the site.

Provide convenience & will make their life easier.

It will quick and allow to do tasks such as paying bills, transferring money.

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4. EMOTIONS: BEFORE / AFTER

E

M

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

BEFORE :-

➢ Unsafe
➢ Panic
➢ Embarrassed
➢ Confusion
➢ Disturbed
➢ fear

AFTER:-

➢ Happy
➢ Feeling secured & safe.
➢ Trusted
➢ relaxed

10. YOUR SOLUTION   SL

Detecting and identifying any phishing websites, in real time, particularly for e-banking is really a complex and dynamic problem involving many factors and criteria.

Because of the subjective considerations and an involved in the detection, data mining techniques can be an effective tool in assessing and identifying phishing websites.

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8.CHANNELS of BEHAVIOUR   H

8.1 ONLINE

Customers tend to lose their data to phishingsites.

8.2 OFFLINE

Customers try to learn about the ways theyget cheated from various resources via., books, other people etc.,