

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>•Page Segmentation</div><div>•Feature Extraction In our approach, the visual features of the web pages is obtained based on the result of webpage segmentation.</div></div>	<div>6. CUSTOMER<div>CC</div><div>An approach to detection of phishing Web pages based on visual similarity is proposed, which can be utilized as a part of an enterprise solution to ant phishing. A legitimate Web page owner can use this approach to search the Web for suspicious Web pages which are visually similar to the true Web page</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Blacklist approach: where the requested URL is compared with a predefined phishing URL. The drawback of this approach is that the blacklist usually cannot cover all phishing websites since a newly created fraudulent website takes a considerable time before it can be added to the list.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>A phishing website is a common social engineering method that mimics trustful uniform resource locators (URLs) and WebPages. The objective of this project is to train machine learning models and deep neural nets on the dataset created to predict phishing websites. Both phishing and benign URLs of websites are gathered to form a dataset and from them required URL and website content-based features are extracted. The performance level of each model is measures and compared.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Nowadays, many people are losing considerable wealth due to Online scams. Phishing is one of the means that a scammer can use to deceitfully obtain the victim’s personal identification, bank account information, or any other sensitive data. There are a number of anti-phishing techniques and tools in place, but unfortunately phishing still works. One of the reasons is that phishes usually use human behaviour to design and then utilise a new phishing technique. Therefore, identifying the psychological and sociological factors used by scammers could help us to tackle the very root causes of fraudulent phishing attacks</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>Phishing detection systems are principally based on the analysis of data moving from phishes to victims. In this paper we describe a novel approach to detect phishing websites based on analysis of users online behaviors - i.e., the websites users have visited, and the data users have submitted to those websites. Such user behaviors cannot be manipulated freely by attackers; detection based on those data can not only achieve high accuracy, but also is fundamentally resilient against changing deception methods.</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><div>I talk a lot about emotional triggers when I conduct anti-phish training. Why? Because manipulating emotions is a key element in encouraging behaviour change.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>Address Bar based Features<div>In this category 9 features are extracted.</div>Domain based Features<div>In this category 4 features are extracted.</div>HTML & JavaScript based Features<div>In this category 4 features are extracted.</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>ONLINE<div>What is a phishing attack? Phishing is a type of social engineering attack often used to steal user data, including login credentials and credit card numbers. It occurs when an attacker, masquerading as a trusted entity, dupes a victim into opening an email, instant message, or text message.</div>OFFLINE<div>Offline phishing convinces victims to fax personal or sensitive information to a phone number provided in an email message. The email message may include a form to print and send by fax, or it may ask for a copy of a document containing personal information</div></div></div>	Focus on J&P, tap into BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>Humans are primarily driven by emotions, not logic. Our decision making is a direct result of how we feel, and emotions triggered by one event can impair our ability to make sound choices in another. In COVID-19 reports of anxiety, fear, and mental health issues means people are not as emotionally equipped to recognize when they are being taken advantage of.</div></div>			
Identify strong TR & EM				Extract online & offline CH of BE