WEB PHISHING DETECTION TEAM ID : PNT2022TMID03377

**1. CUSTOMER SEGMENT(S) CS**

Customers give their personal information and spend their money on the websites without knowing they are official or phishing websites.

**6. CUSTOMER CONSTRAINTS CC**

Customers should only use certified websites. They make sure the website is an official website before spending their money.

**5. AVAILABLE SOLUTIONS AS**

* **Don't give your information to an unsecured site**
* **Don't be tempted by those pop-ups**

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

**9. PROBLEM ROOT CAUSE**

**7. BEHAVIOUR BE**

**RC**

The objective of this application is to secure

To identify fake websites on the internet and

By starting to use this phishing website detection

online users from phishing websites. And also, this to identify fake websites on the internet and help

application can ensure whether the user is safe on to secure their user data and their money.

that particular website and give an suggestion to

the user.

application, it gives a suggestion on whether this

website is official or fake. The detection of phishing websites helps other online users protect themselves from these kinds of phishing websites.

1. **TRIGGERS TR**

**Explore AS, differentiate**

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

**Extract online & ofﬂine CH of BE**

**Identify strong TR & EM**

**Deﬁne CS, ﬁt into CC**

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

**With this understanding, customers can protect their data and money from fake websites..**

1. **EMOTIONS: BEFORE / AFTER EM**

They feel secure and protect their information from fake websites.

**10. YOUR SOLUTION SL**

The detection of fake websites uses Python, and we also use Javascript and HTML for the user's attention. This application really helps the user to protect their data.

1. **CHANNELS of BEHAVIOUR CH** 
   1. **ONLINE**

In this online application, you can easily find out whether this application is fake or not.

* 1. **OFFLINE**

**Make sure they are aware of phishing websites.**