**Project Title:** Web Phishing Detection       **Project Design Phase-I - Solution Fit Template**

**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)   `CS`

An internet user who is willing to shop products online.

An enterprise user surfing through the internet for some information.

### 6. CUSTOMER CONSTRAINTS   `CC`

Customers have very little awareness on phishing websites.

Untraceble
Lack of awareness

### 5. AVAILABLE SOLUTIONS   `AS`
Which solutions are available

The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.

But the blocking of phishing sites are not more 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

**Explore AS, differentiate**

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

### 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 prevention of such issues.

Verification of Websites
Prevention of scams

### 9. PROBLEM ROOT CAUSE   `RC`

The hackers use new ways to cheat the naïve users.

Very limited research is performed on this part of the internet.

Purposive
Scammers

### 7. BEHAVIOUR   `BE`

The option to check the legitimacy of the Websites is provided.

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

Contact Cybersecurity Divisions

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

**Identify TR & Strong EM**

| 3. TRIGGERS `TR`<br><br>A trigger message can be popped warning the user about the site.<br><br>Phishing sites can be blocked by the ISP and can show a "site is blocked" or "phishing site detected" message.<br>Knowledge of Scams | 10. YOUR SOLUTION `SL`<br>An option for the users to check the legitimacy of the websites is provided.<br><br><br>This increases the awareness among users and prevents misuse of data, data theft etc., | 8. CHANNELS of BEHAVIOUR `CH`<br>8.1 ONLINE<br>Customers tend to lose their data to phishing sites.<br>Analysis the webpage<br><br>8.2 OFFLINE<br>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc., | I d e n t i f y s t r o n g T R & E M |
| 4. EMOTIONS: BEFORE / AFTER `EM`<br>How do customers feel when they face a problem or a job and afterwards?<br><br>The customers feel lost and insecure to use the internet after facing such issues.<br><br>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.<br><br>Insecure -Secure<br><br>Suspicious-Trustworthy | Need to verify the links and the websites | | |