

Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID29707
Project Name	WEB PHISHING DETECTION
Maximum Marks	2 Marks

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<ul style="list-style-type: none"> *A student who pays his fees in institution website *A consumer buying product in online. *A merchant selling his products and storing customer details. 	<ul style="list-style-type: none"> * Personal details of customers are disclosed within no time. * Customers are unaware of low data security websites. 	<ul style="list-style-type: none"> *Use of anti-spam softwares that block the phishing sites once detected. 	
Focus on J&P, link into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Extract online & offline CH of BE
	<ul style="list-style-type: none"> *Phishing from different sites from the same third party. *Sensitive information obtained from phishing can damage the financial history and personal reputation. *Warning messages are hidden from the eyes of users by attractive sites 	<ul style="list-style-type: none"> *Users are unaware of fraudulent sites. *Some outdated firewall settings. 	<ul style="list-style-type: none"> *Report the spam sites. *Contact organization if you're a victim of phishing. 	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS OF BEHAVIOUR CH	Extract online & offline CH of BE
	<ul style="list-style-type: none"> *A pop-up message on phishing detection. *Users want to make their life easier, feel secured anytime, anywhere. 	<ul style="list-style-type: none"> *An alert alarm will activated after stipulated time of detection of phishing sites for audio alert and pop-up message for visual alert. Also one-mail/SMS is sent to user for disabling the alert 	ONLINE: <ul style="list-style-type: none"> *Get reviews from user and quick remedy. *Advertise online to promote it. OFFLINE: <ul style="list-style-type: none"> * Contact the organization in person. 	
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER EM			
	BEFORE: <ul style="list-style-type: none"> *Feeling of insecurity in entering personal details in sites. *Fuss when you discover lost of data/money. AFTER: <ul style="list-style-type: none"> *Trust is built over sites *Customers are elated in surfing whatever they want. 			



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