

1. CUSTOMER SEGMENT(S)

Cyber security awareness
Increase alertness level
Safe browser experience

2. JOBS-TO-BE-DONE / PROBLEMS

The hackers/attackers try to get the user's sensitive information by posing as a reputable source.

6. CUSTOMER CONSTRAINTS

Improves safety
Trustable
Time
cost

9. PROBLEM ROOT CAUSE

Phishing has a list of negative effects on a business, including loss of money, loss of intellectual property, damage to reputation, and disruption

5. AVAILABLE SOLUTIONS

Web phishing detection using Ibm watson and Machine learning

7. BEHAVIOUR

Nowadays the attackers use the trusted domain identity to trapped the users and gain the user's sensitive information

of operational activities. These effects work together to cause loss of company value, sometimes with irreparable repercussions.

Enterprise Threat Protector proactively identifies, blocks, and mitigates phishing. Enable proactive protection against zero-day malware and spear phishing attacks. Cloud agnostic.

3. TRIGGERS

TR

10. YOUR SOLUTION

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

CH

<p>A phisher may use public resources, especially social networks, to collect background information about the personal and work experience of their victim. These sources are used to gather information such as the potential victim's name, job title, and email address, as well as interests and activities. The phisher can then use this information to create a reliable fake message.</p>	<p>To solve this problem we Identify, block and targeted the Phishing and ransomware by using classification algorithm classify the real URLs and fake URLs to prevent the user's information by acknowledge them</p>	<p>n to</p> <p>Customers tend to lose their data to phishing sites.</p> <p>8.2 OFFLINE</p> <p>Customers try to learn about the ways they get cheated from various resources books, other people etc.</p>
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<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p>		
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