Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Our target segment is anyone who uses the internet for browsing i.e., almost all the people as internet has become an unavoidable part in today's modern world.

6. CUSTOMER CONSTRAINTS — CC
What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Users are afraid to speak up due to societal pressure. They are constrained by lack of knowledge of such activites. Naïve users believe everything on the net is true.

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper

Available solutions include:
Blacklist method
Whitelist method
Safe URL browsing
Visual similarity

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS
Which jobs-to-be-done (or problems) do you address for

Secure users from phishing websites. Ensure them whether they are safe on that particular site and give suggestions accordingly.

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

People click on links without looking at them twice. They aren't aware of malicious phishing websites.

7. BEHAVIOUR — BE
What does your customer do to address the problem and

i.e. directly related: find the right solar panel installer, calculate

Users can report the unsafe website and can share their experience without feeling guilt so that other users may become aware. Users can increase the use of various detection sites.

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

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing
solar panels, reading about a more efficient solution in the news.

The term free triggers customers to click links without thinking.

The fast paced life is another main reason as they just click on the first link without looking at the url

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control – use it in your communication strategy & design.

Users feel scared, frustrated, but after using our solution they will feel secure, and confident in being online.

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first,
fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in
the canvas and come up with a solution that fits within customer limitations, solves a
problem and matches customer behaviour.

The proposed solution is to develop a user friendly site that classifies sites as safe or unsafe in regarding to phishing and save user data from being misused.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Report malicious websites at once so that other victims can be saved.

Generate awareness through various social media platforms

Promote the use of detection solutions to prevent from future scams.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and
use them for customer development.

The use case itself is valid in online only.