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| Define CS, fit into CC | <p>1. CUSTOMER SEGMENT(S) CS</p> <p>An internet user who is willing to shop products online.</p> <p>An enterprise user surfing through the internet for some information.</p> | <p>6. CUSTOMER CONSTRAINTS CC</p> <p>Customers have very little awareness on phishing websites.</p> <p>They don't know what to do after losing data.</p> | <p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available</p> <p>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</p> <p>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</p> | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand RC | <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>The phishing websites must be detected in a earlier stage .</p> <p>The user can be blocked from entering such sites for the prevention of such issues.</p> | <p>9. PROBLEM ROOT CAUSE RC</p> <p>The hackers use new ways to cheat the naïve users.</p> <p>Very limited research is performed on this part of the internet.</p> | <p>7. BEHAVIOUR BE</p> <p>The option to check the legitimacy of the Websites is provided.</p> <p>Users get an idea what to do and more importantly what not to do.</p> | Focus on J&P, tap into BE, understand RC |

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| Identify strong T&EM | <p>3. TRIGGERS TR</p> <p>A trigger message can be popped warning the user about the site.</p> <p>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.</p> | <p>10. YOUR SOLUTION SL</p> <p>An option for the users to check the legitimacy of the websites is provided.</p> <p>This increases the awareness among users and prevents misuse of data, data theft etc.,</p> | <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</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 viz., books, other people etc.,</p> | Identify strong T&EM |
| | <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>The customers feel lost and insecure to use the internet after facing such issues.</p> <p>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites.</p> | | | |