

Project Design Phase-I Proposed Solution Template

Date	19 September 2022
Team ID	7.5
Project Name	Develop an AI system that verifies user identities based on their online behavior patterns, adding an extra layer of security
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem is to enhance online security by developing an AI system that verifies user identities based on their online behavior patterns, thereby mitigating identity theft, unauthorized access, and fraudulent activities.
2.	Idea / Solution description	Our solution involves the creation of an advanced AI-driven identity verification system that analyzes and verifies users' online behavior patterns. This includes monitoring keystroke dynamics, mouse movements, typing speed, device usage, location, and other online habits. By continuously assessing and adapting to users' behavior, the system adds an extra layer of security, making it more challenging for malicious actors to gain unauthorized access.
3.	Novelty / Uniqueness	<ul style="list-style-type: none">• The uniqueness of our solution lies in its comprehensive analysis of multiple online behavior patterns, creating a highly accurate user profile for verification.• We employ continuous, real-time authentication, which adapts to evolving behavior, increasing security without causing user inconvenience.• Our system integrates cutting-edge machine learning techniques to detect anomalies and threats in behavior patterns, resulting in a proactive approach to security.
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none">• Users benefit from a secure and seamless online experience, reducing the risk of identity theft and unauthorized access.• Businesses and organizations gain trust and can protect user data effectively, increasing customer satisfaction and safeguarding their reputation.

		<ul style="list-style-type: none"> • The solution contributes to a safer digital environment, reducing the impact of cyber threats and fraud on society.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> • Our revenue model involves offering the AI identity verification system as a subscription-based service to businesses and organizations. • We may also offer a freemium model for individual users with premium features available for a subscription fee. • Additional revenue streams can be generated through customization, data analytics, and consulting services for clients.
6.	Scalability of the Solution	<ul style="list-style-type: none"> • The solution is designed to be highly scalable, capable of accommodating various user bases, from small businesses to large enterprises. • The underlying architecture is built to be modular, allowing for easy expansion and integration with different online platforms and services. • We anticipate global scalability, as online security is a universal concern, and our solution is adaptable to different regions and industries.