

Ideation Phase

Problem Statements and Ideation Phase

Date	16 October 2022
Team ID	PNT2022TMID47124
Project Name	Project – WEB PHISHING DETECTION
Maximum Marks	2 Marks

Customer Problem Statement Template:

As online transactions grew in popularity, cybercrimes also grew quickly. Because of the anonymity offered by the internet, hackers try to trick users by using techniques like phishing, SQL injection, malware, man-in-the-middle attacks, domain name system tunnelling, ransomware, web trojans, and other forms of attack. Phishing is said to be the most misleading of all of these tactics.

Problem - 1



Problem - 2



Problem - 3



Problem - 4



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Student	Opens an compromised link and enters the credentials	Gets Hacked	It was a Fake website	Insecure
PS-2	Shopkeeper	Opens a link from a bank and enters the account details	His bank account details and his credit card details gets hacked	The link was fake and the hacker aims for the money from the account.	untrustworthy
PS-3	Homemaker	make transactions for the purchased items from checkouts	Ended up as she purchases from an fake website	The website had an advertisement for discounts.	disappointed
PS-4	Employer	complete the tasks by the end of the day	Found an file through mail and opens it, and his company details gets hacked	the file seemed to be phishing and fake one	annoyed & disturbed

Brainstorming Ideation Phase:

Brainstorm & idea prioritization

Use the template in your own brainstorming sessions as your team can unleash their imagination and start shaping concepts even before not being in the same room.

10 minutes to prepare
1 hour to collaborate
2-3 people recommended

Brainstorming Session

Before you collaborate

At the start of preparation phase a long way with the session. Here's what you need to do to get going.

1. Set the scene
2. Your starting point
3. Define your problem statement
4. Set the scene
5. Set the scene
6. Set the scene
7. Set the scene
8. Set the scene
9. Set the scene
10. Set the scene

As online transactions grow in popularity, cybercriminals also grow quality. Because of the anonymity offered by the internet, hackers try to test users by using techniques like phishing, SQL injection, malware, man-in-the-middle attacks, denial of service, system tampering, social engineering, web exploits, and other forms of attack. Phishing is said to be the most menacing of all of these tactics.

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, short statement. This will be the focus of your brainstorm.

1. Define

2. Define

3. Define

4. Define

5. Define

6. Define

7. Define

8. Define

9. Define

10. Define

Brainstorm

Write down any idea that comes to mind that addresses your problem statement.

1. Define

2. Define

3. Define

4. Define

5. Define

6. Define

7. Define

8. Define

9. Define

10. Define

Ramachandran R (Team Leader)

Difficult to block "redneck" pages" as these URLs can be duplicated

To keep track of all potential phishing attempts, use an intelligent online security gateway

Analysed comparison of trustworthy and fraudulent websites

Arunaj R (Team member 1)

Web phishing detection with advanced deployment

Identifying web phishing records with a spam repository

Observation of resource loading time to identify fraudulent website services by displaying just results rather than the contents

Prantikumar T (Team member 2)

Use pathways are being traced after detection of tampering

By connecting with real online domain names, homograph spoofing can be detected

To check for extracted files and prevent its spreading because most fraudulent websites use the "http" extension

Sankar Kumar C (Team member 3)

Incomedy worded keywords and odd website changes

Requesting confirmation of untrusted qualifications

Very secure web protocols like "https" visually