

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID23911
Project Name	Project-Web Phishing detection
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1 Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Amar

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Person 4

3 Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

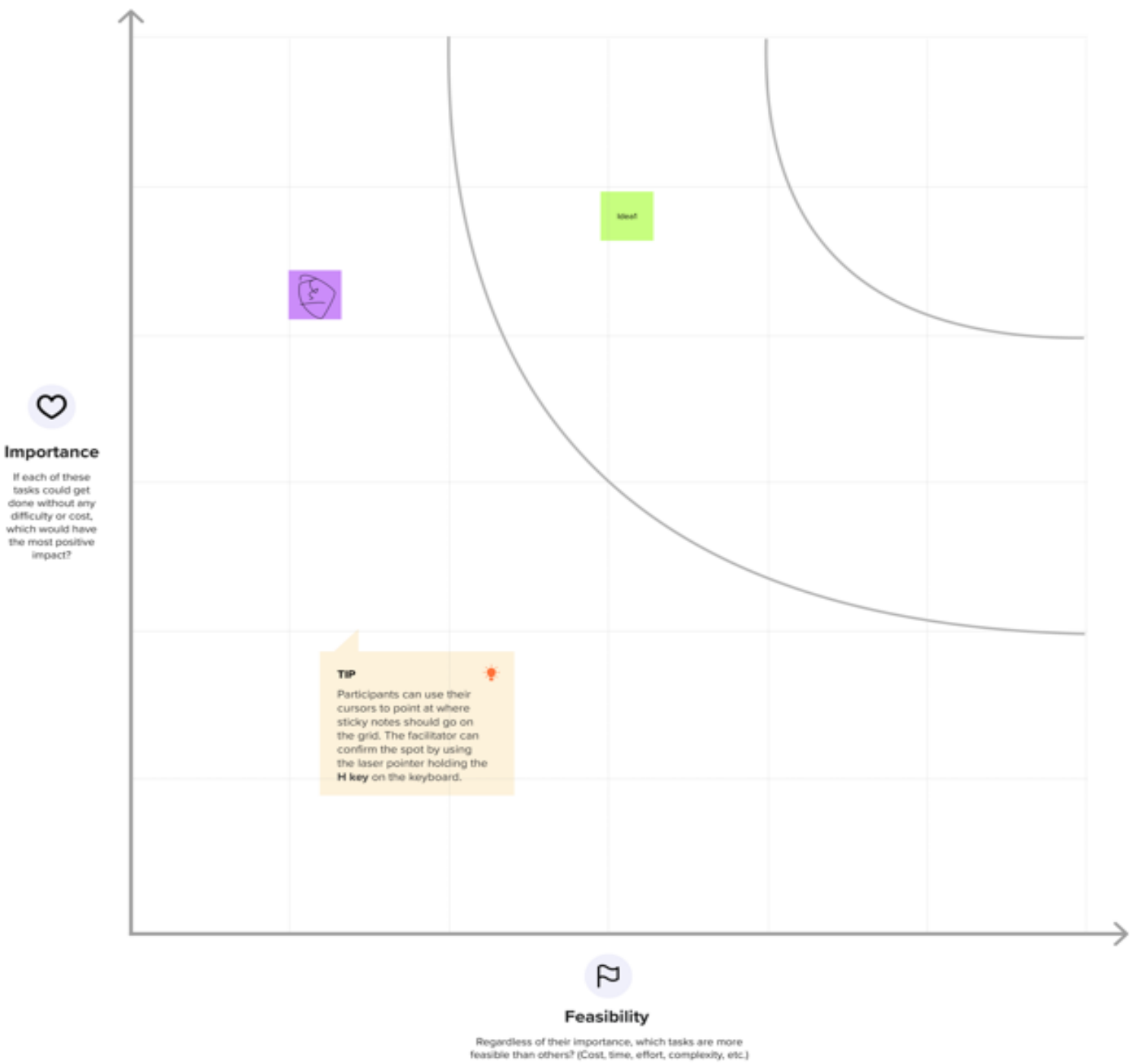
Step-3: Idea Prioritization

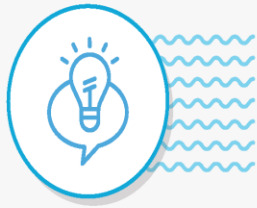
4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes







Brainstorm & idea prioritization

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 **1 hour** to collaborate

 **2-8 people** recommended

 [Share template feedback](#)



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[Open article](#) →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes

Problem

To find out the attacker who tries to learn sensitive info such as login credentials or account information by sending a reputable entity or person in email or other communication channels




Problem statement of Web phishing detection


To detect the phishing scam website from the original website


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.



**Need some
inspiration?**

See a finished version
of this template to
kickstart your work.

Open example →

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Mahath

Identify Fake URL's

Find who owns the website

Check The spellings of website

Examine the connection type

Check The Payment metod

Recognize phising links

Check for abnormal features

Identify social engineering Attacks

Aware of pop-up messages

Janarthanan

Build a Decision Tree

Check for URL Validity

Train the Decision Tree To detect phising

Evaluate the performance

Better Accuracy

Maintain Features and Values

Write Maintainable code

Maintain database

Fast detection of phising URL's

Meer abzal Hussain

Phishing Detection

Check and verify email address

Be aware of links and attachments

Watch out for emails containing unusual requests

Check spelling of every website visiting

Assume every email is a phising attempt

Detect fake websites

IBM cloud

Security and backup

Habib raja

Identify False positives

Minimize false positives and negatives

Retain model on same data

Identify false negatives

Reduce these attacks to minimum

Provide reliable phising defence

Provide free services

Implement phising defence mechanisms

Maintain accurate phising defence

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

Group 1

Recognize phising links

Check Payment methods

Identifying fake URL's

Examine connection type

Aware of pop-ups

Group 2

Train the Decision Tree To detect phising

Check for URL Validity

Build a Decision Tree

Maintain Features and Values

Better Accuracy

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Group 3

Check for spellings

Security and maintenance

Phising Detection

Detect Fake webs

Check and verify E-Mails

Group 4

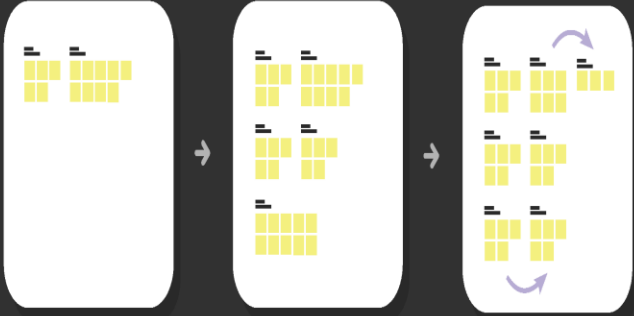
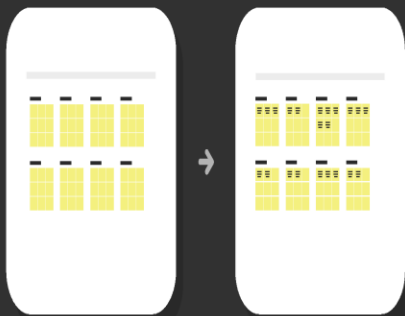
Minimize false positives and negatives

Retain model on same data

Identify False positives

Provide reliable phising defence

Maintain accurate phising defence



4

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20 minutes



→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)

