Ideation Phase
Brainstorm & Idea Prioritization Template

Date	2 November 2022
Team ID	PNT2022TMID47682
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

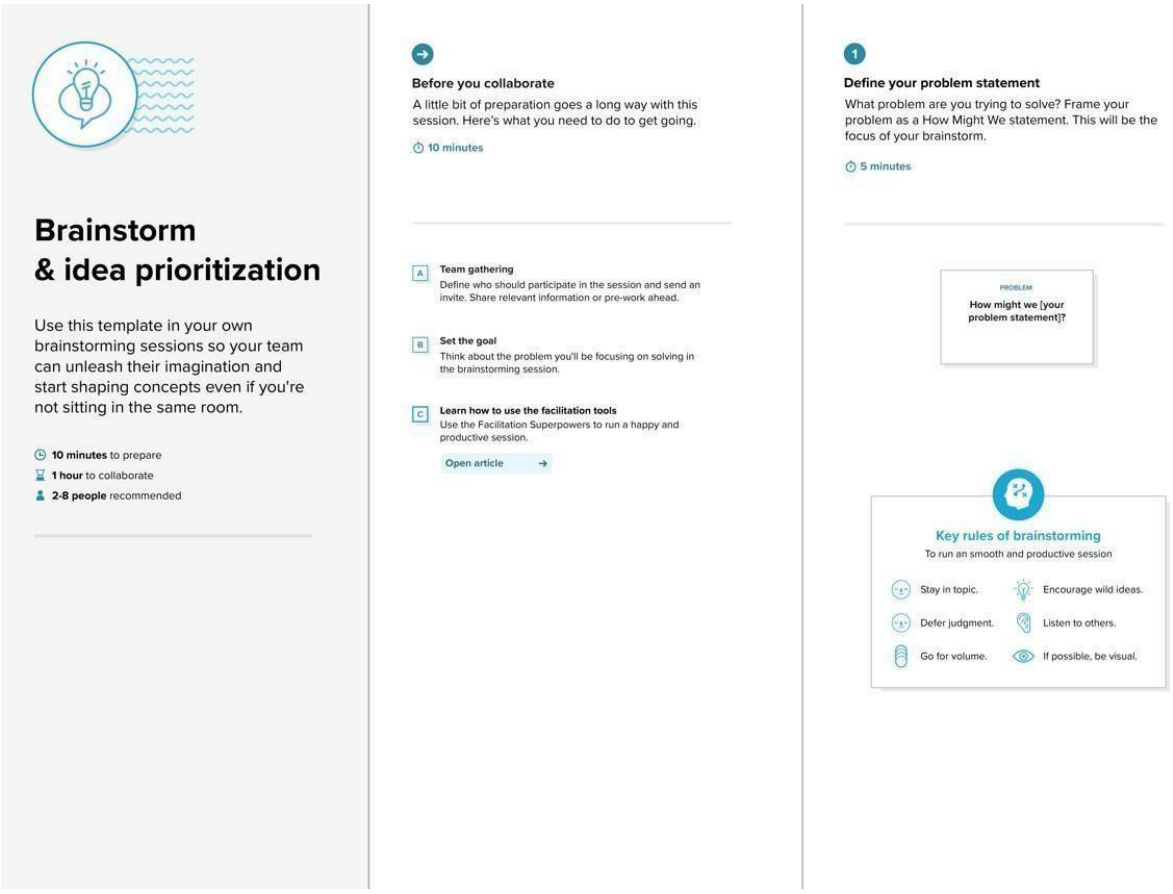
Brainstorm & Idea Prioritization Template:

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



Step-2: Brainstorm, Idea Listing and Grouping

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 and break it up into smaller sub-groups.

20 minutes

Phishing detection using random forest algorithm

Identify phishing URL using features.
A classification is made by passing each input vector down each tree, randomly.
Each tree gives a classification, or vote, and the forest chooses the classification with the most instances, or votes .
It runs efficiently on large datasets and it can handle missing values.

Phishing detection using decision tree

Identify the criteria that can recognize fake URLs.

Build a decision tree that can iterate through the criteria.

Train our model to recognize fake vs real URLs.

Evaluate our model to see how it performs.

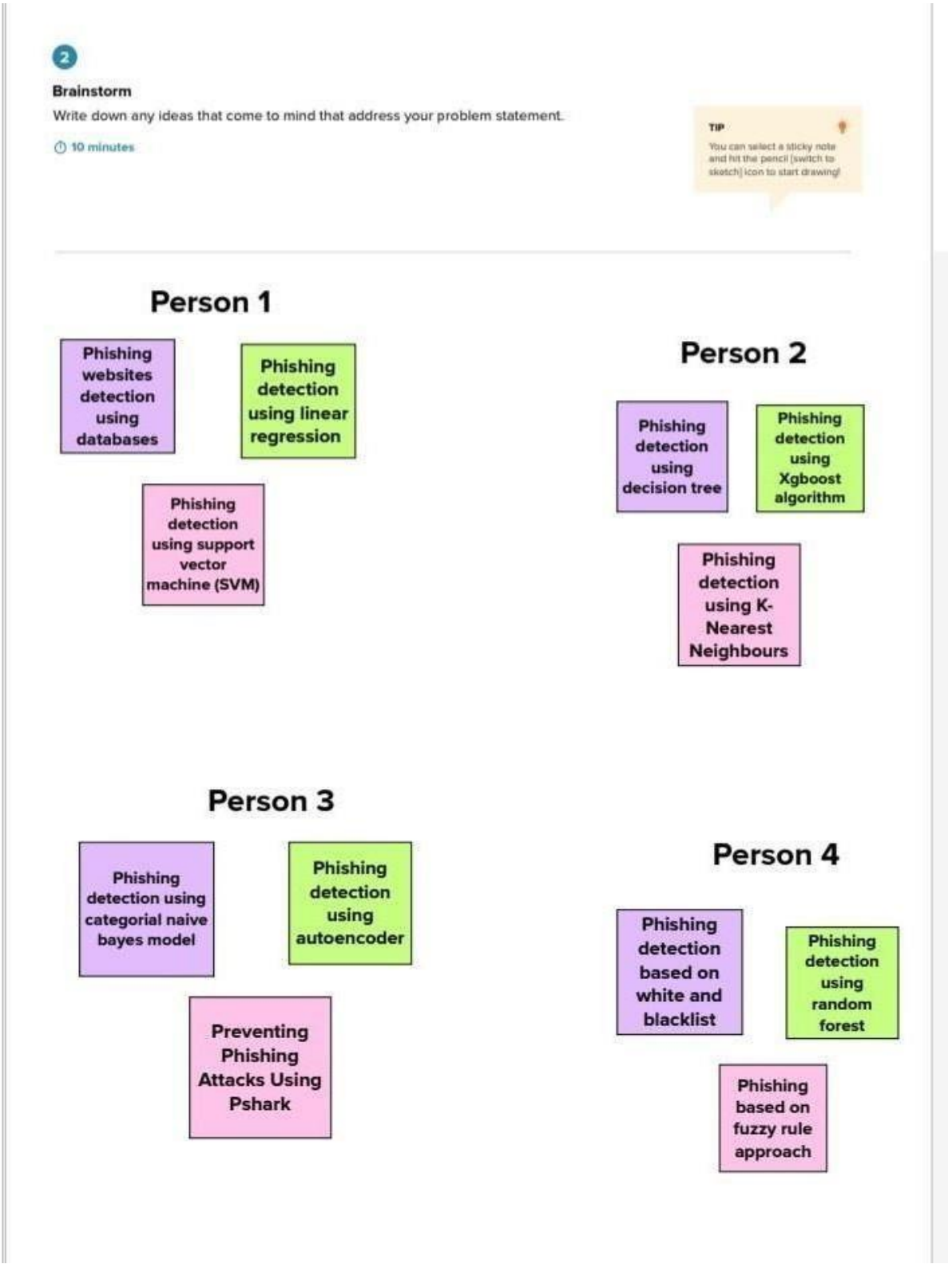
Check for false positives/negatives.

TIP

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

Phishing detection using databases

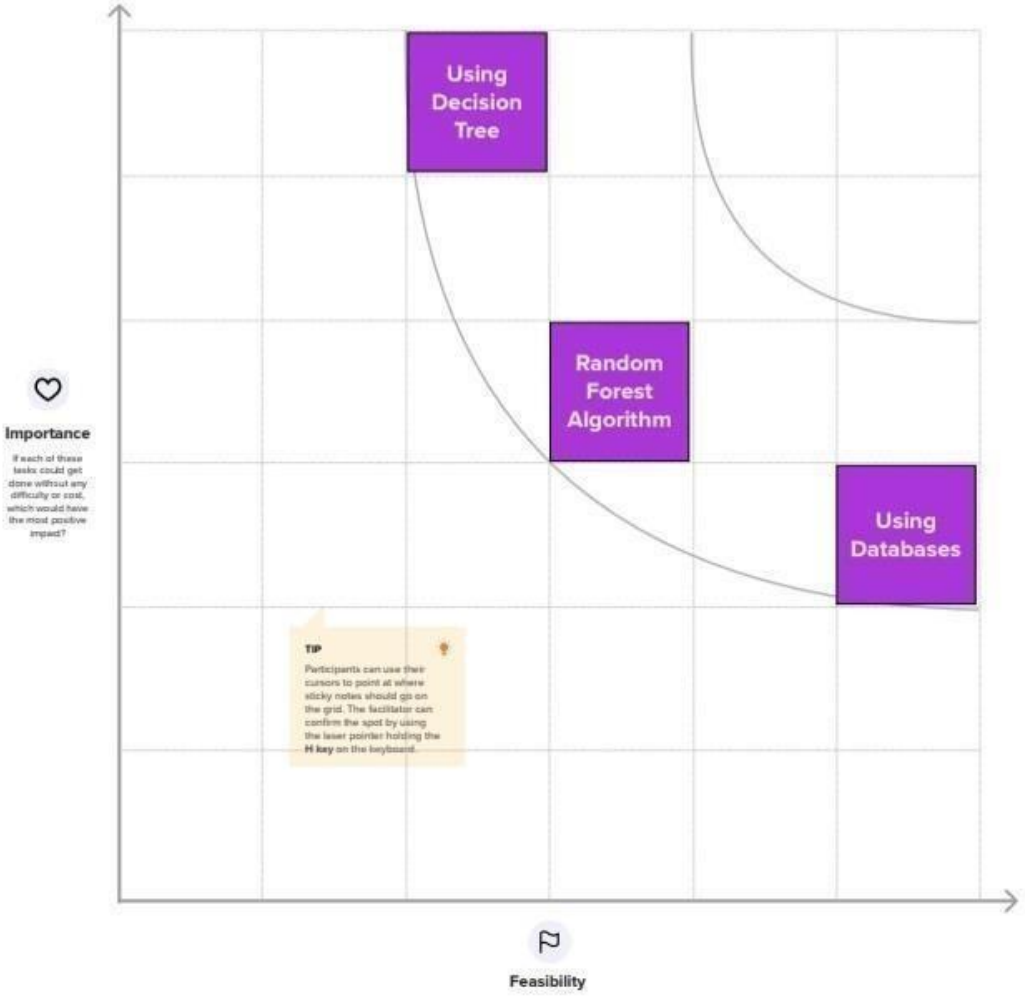
Check if input URL is in Phishing website list.
If not in phishing website list , check if keyword is in phishing website list.
Check if phishing websites features match.
Check if domain is registered in WHOIS database



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