

**Project Design Phase-I**  
**Proposed Solution Template**

<b>Date</b>	24 September 2022
<b>Team ID</b>	PNT2022TMID35524
<b>Project Name</b>	Web Phishing Detection
<b>Maximum Marks</b>	2 Marks

**Proposed Solution Template:**

S.No.	Parameter	Description
1.	<b>Problem Statement (Problem to be solved)</b>	To reduce the people falling for web phishing scams by creating a sophisticated tool that classifies a website as malicious or safe to use
2.	<b>Idea / Solution description</b>	Identify web phishing, classify whether it is an attack and prevent malicious intrusive websites
3.	<b>Novelty / Uniqueness</b>	<ul style="list-style-type: none"> <li>• Uses an Ensemble model</li> <li>• Explores weighted features for Neural Network approaches</li> <li>• Extensive feature extraction strategy from the URL</li> <li>• Simple, Easy-to-Understand UI</li> </ul>
4.	<b>Social Impact / Customer Satisfaction</b>	<ul style="list-style-type: none"> <li>• Users need not fear of losing lakhs of hard earned money to phishing scams &amp; Users need not feel scared to use the internet</li> <li>• Primarily targets the benefit of senior citizens and technologically challenged sections of the society</li> <li>• Customers don't need to rely on offline transactions because of the fear of initiating transactions online</li> </ul>
5.	<b>Business Model (Revenue Model)</b>	<ul style="list-style-type: none"> <li>• B2B (Machine Learning model/API can be sold to various companies for their employees) and B2C Model (End product sold to individuals such as children's devices and senior citizens prone to attacks)</li> <li>• Site can charge a one time fee for a device/user based on demographic surveys (Rs. 50 per year)</li> <li>• Companies can be charged a discounted fee due to bulk purchase of the Application Programming Interface (API)</li> <li>• Premium users will have access to details of the URL and reasonings for why a site has been classified 'unsafe'</li> </ul>
6.	<b>Scalability of the Solution</b>	<ul style="list-style-type: none"> <li>• Solution can use additional hardware resources when the amount of users and activity is increased</li> <li>• The API can ensure that multiple requests at the same time are handled in a parallel fashion</li> </ul>