

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID08066
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.

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

Template




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

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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


The main aim of Web Phishing is to identify the phishing links and avoid phishing done by attackers which will be useful for an organization or any individual





Key rules of brainstorming


To run a smooth and productive session


 Encourage wild ideas.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Stay in topic.

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 (which is already on) to start drawing!

Shree Bhargav RK

- Pharming has to be avoided in an organization.
- While dealing with clients the messages which are to be sent and received must be in communication media that is encrypted.
- Should maintain the customer data as secured. Otherwise there will be reputational damage.
- Operating system and the softwares should be up to date.
- Online Industries
- Clients also should be aware of suspicious links due to the malicious activities done by attackers.
- Only open the link that begins with https and avoid using the links starts with http.
- Update the security measures around the sensitive data of the organization.

Santhosh Priyan S

- Delete the email without opening it.
- Anti-phishing technology is designed to identify and block phishing mails.
- Use safe browsing in chrome.
- Avoid clicking embedded URLs.
- EMAIL
- Purchase an extra line of security.
- Manually block the sender.
- Convert HTML email into text only email messages or disable HTML email messages.

Shashank S

- Choose a secure ecommerce platform.
- Sharing the usernames and passwords should be avoided as it lead to threatening to privacy.
- Use a secure connection for online.
- Employ an address and card verification system.
- Ecommerce Site
- Set up system alerts for suspicious activity.
- Don't store sensitive data.
- Require strong passwords.

Yogapriyan M

- Avoid mails and text messages that fraudsters send which is pretend to be from a bank.
- If we came to know that our bank account is hacked then we should contact the bank authorities.
- Bank password should be changed frequently.
- Don't give credit card informations in unknown sites.
- E-Banking
- "Remember password" in google should not be enabled for bank transactions.
- Don't do the transactions in the sites which is not trustful.
- Contact the company if we get suspicious mail from the bank name.

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

Detection

The links that is send should be checked with the database and compare whether any attacks done by that link

The links must be classify as blacklist and whitelist and pass the information about the link to the user

A Combined blacklist-based ,heuristic and web based approach using algorithms can detect the fraud sites

Anti phishing tools can be used to reduce the phishing attacks

Protection

Protect the data by taking backup of it.

Close immediately the popup which is opened without your permission

Verify SSL Certification that is to check whether the link begins with https.

Never click and download software or files from an unknown source as some programs like trojan can be installed affect our data in the system

Prevention

They use fake DNS names that are similar but not identical with the target website, it must be also aware of it.

Visual link and actual link may vary, that must be aware of it.

Firewalls and antivirus must be installed in the system

Have a Data Security platform to spot signs of an attack

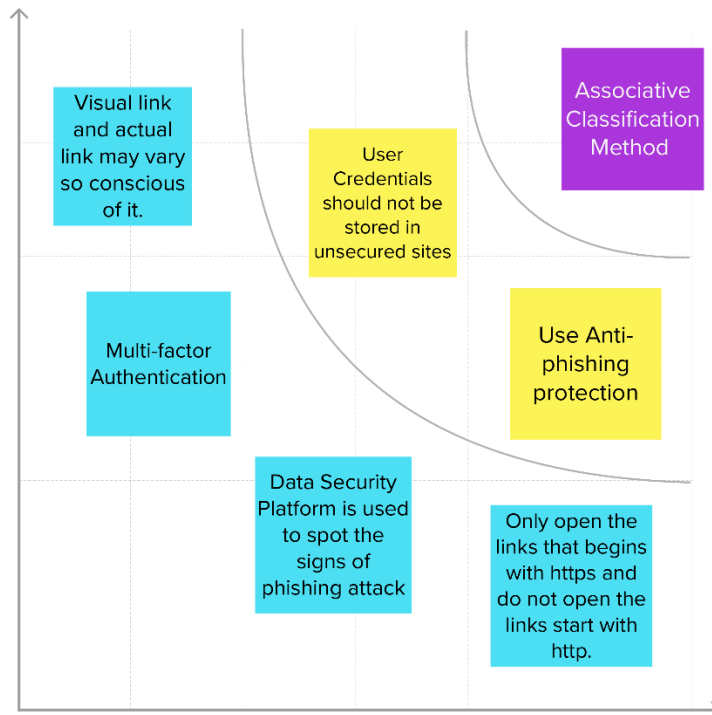
Step-3: Idea Prioritization

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



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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.

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