Project Design Phase-I

Proposed Solution Template

Date	1 October 2022
Team ID	PNT2022TMID32130
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	• Phishing is a fraudulent technique that is used over the internet to steal a user's personal information. • Many cyber infiltrations are accomplished through phishing attacks, where users are tricked into interacting with web pages that appear to be legitimate. • Nowadays, there are many people who are purchasing products and making transactions online through various websites. • Sensitive data like passwords, credit card details and bank account information are asked by malicious websites to steal user's information. So, these kinds of malicious activities should be detected.
2.	Idea / Solution description	• Machine learning algorithms can be used to determine the difference between legitimate websites and phishing websites. • Phishing websites can be detected based on features extracted from the URL.

3.	Novelty / Uniqueness	• The user will be notified if the website is malicious, such that their privacy will be ensured and awareness will be created. • The browser extension for web phishing detection helps the user not need to detect a phishing website because the browser extension alerts the user if they enter the phishing website.
4.	Social Impact / Customer Satisfaction	• Phishing has a list of negative effects such as loss of money, loss of intellectual property, damage to reputation, and disruption of operational activities. The technology of phishing detection is constantly being updated. • Users will come to know whether their details are safe or not. By using the web phishing detection website, the user can check their websites by copying and pasting the URL. Depending on the result, they can be completely safe or not from the above-mentioned impacts. They are safe if it is a legitimate URL. Otherwise, they are not safe if it is a phishing URL.
5.	Business Model (Revenue Model)	• A revenue model is a framework for generating financial income. • There is a scope for including Advertisements in the website such that revenue can be generated. • There are two plans, with one being "free" and the other being "premium." When classifying a website, the free plan would include the advertisements. The premium

		plan is a monthly or yearly plan that eliminates all the advertisements.
6.	Scalability of the Solution	• There are several machine learning algorithms out there. So, we choose the algorithm that gives more accurate results than other algorithms. It helps people to safely transfer their money without losing their personal details by detecting phishing websites. • This makes the user feel safe and secure when making an online purchase using e-payments.