Project Design Phase-I Proposed Solution Template

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| **Date** | 24 September 2022 |
| **Project Name** | Web Phishing Detection |
| **Maximum Marks** | 2 Marks |

**Proposed Solution Template:**

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| **S.No.** | **Parameter** | **Description** |
| **1.** | **Problem Statement (Problem to be solved)** | 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.** | **Idea / Solution description** | Identify web phishing, classify whether it is an attack and prevent malicious intrusive websites |
| **3.** | **Novelty / Uniqueness** | * Uses an Ensemble model * Explores weighted features for Neural Network approaches * Extensive feature extraction strategy from the URL * Simple, Easy-to-Understand UI |
| **4.** | **Social Impact / Customer Satisfaction** | * Users need not fear of losing lakhs of hard earned money to phishing scams & Users need not feel scared to use the internet * Primarily targets the benefit of senior citizens and technologically challenged sections of the society * Customers don’t need to rely on offline transactions because of the fear of initiating transactions online |
| **5.** | **Business Model (Revenue Model)** | * 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) * Site can charge a one time fee for a device/user based on demographic surveys (Rs. 50 per year) * Companies can be charged a discounted fee due to bulk purchase of the Application Programming Interface (API) * Premium users will have access to details of the URL and reasonings for why a site has been classified ‘unsafe’ |
| **6.** | **Scalability of the Solution** | * Solution can use additional hardware resources when the amount of users and activity is increased * The API can ensure that multiple requests at the same time are handled in a parallel fashion |