



Brainstorm & idea prioritization

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

🕒 10 minutes to prepare

👤 1 hour to collaborate

👥 4 people recommended

📄 Share template feedback

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.

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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
How might we (your problem statement)?



Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- 👂 Defer judgment.
- 👥 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

NAWAZ.J

Main ideology is Detect the Phishing websites using the URL based technique .Machine Learning, white list, blacklist, Visual Similarity.

Main extension file for browser, in which the extension compares the URL, here URL means when we do shopping in some website and finally reach the payment gateway the website redirect to another URL, that particular URL will be compared with the original URL present in the dataset.

For detecting the Phishing websites, we can use many Machine Learning algorithms one of the best algorithms is Random Forest Classifier as its runtimes are quite fast, can achieve highest accuracy 97.36%

As the threats increase day by day we can improve the dataset by adding new URL (eg. Spam identified by truecaller).

Above point can help other users who navigates to the same phishing URL, saying that this is Seems to be Phishing reported by other users.

Dataset stores certain information like date and time in which the URL have been created and we can give alert to user that URL generated later and date and ask them to block give the blocking control to end user.

MOHAMED ASHIQ ALLS

In recent days we use mobile phones only comparable with laptops or desktops that we can create software or app on mobile phones.

We have to give access to the e-marketing app by giving the access, it will detect the URL

When we detect the URL it will block that detected URL, then it redirected to the previous URL.

Comparable with the Support vector Machine algorithm Decision tree algorithm has major accuracy SVM (96.4) > Decision tree(97.1)

E-commerce fraud detection at an online store can be put in place to reduce the cost and resources lost to fraud.

This includes blocking transactions with stolen credit card numbers and preventing and mitigating chargebacks and friendly fraud, among others.

SANKARA PANDI .A

Except for some small operations, most companies will have their own email domain and email accounts. For example, genuine emails from Google will read "lgoogle.com".

If the domain name (the bit after the @ symbol) matches the apparent sender of the email, the message is probably legitimate.

By contrast, if the email comes from an address that isn't affiliated with the apparent sender, it's almost certainly a scam.

The most obvious way to spot a bogus email is if the sender uses a public email domain, such as "igmail.com".

In this example, you can see that the sender's email address doesn't align with the message's content, which appears to be from PayPal.

Other phishing emails will take a more sophisticated approach by including the organization's name in the local part of the domain. In this instance, the address might read "paypalasupport@gmail.com".

NARASHIMMA.K

Then By the use of extension process, If the website is jump or change to another URL (payment Process) extension will pop up that The detection

In that pop up it shows the message as(IT IS AN UNAUTHORIZED WEBSITE)

We can make the web phishing detection for detect the unauthorized URL

If the website is unauthorized then it will block that URL and redirect back to Previous URL

In this technique (RANDOM FOREST ALGORITHM) is the best way to detect the phishing network.

It can detect 97% accuracy compare with the use of other algorithms.

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

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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.

[Open the template](#) →

📄 Share template feedback