

Project Design Phase-I
Proposed Solution Template

DATE	23 SEPTEMBER 2022
TEAM ID	PNT2022TMID15373
PROJECT NAME	WEB PHISHING DETECTION
MAXIMUM MARKS	2 MARKS

Proposed Solution Template:

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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