

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	16 September 2022
Team ID	PNT2022TMID15588
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.




### 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

[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.

[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**


Common users who look for information on the web are unable to find the information they need to secure the time they click on secure because it's not clear and no one should become a victim of web phishing


 **Key rules of brainstorming**


To run a smooth and productive session


 Stay in topic.


 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

 **Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

10 minutes

Varshaa K K

Survey extensively to identify current drawbacks in literature

Use appropriate feature selection techniques to discard unwanted features

Come up with a plausible business model for the end-to-end application

Ranjith S

Extract URL based features

Identify commonly found malicious websites

Use appropriate machine learning algorithms

Sudharsan R

Create a simple user interface for users to easily use

Choosing a group of models in ML that offer high metrics

Explore new datasets that explore different URLs and their attributes

Trinaya S

Choose relevant protocol to access the page

Select the correct feature for each of the domain

High accuracy lower false alarm rate

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

Identify existing datasets and drawbacks

Survey extensively to identify current drawbacks in literature

Identify commonly found malicious websites

Explore new datasets that explore different URLs and their attributes

Choose ML model and metrics

Use appropriate machine learning algorithms

Choosing a group of models in ML that offer high metrics

High accuracy lower false alarm rate

Feature Selection

Select the correct feature for each of the domain

Extract URL based features

Use appropriate feature selection techniques to discard unwanted features

Application development

Come up with a plausible business model for the end-to-end application

Create a simple user interface for users to easily use

Choose relevant protocol to access the page

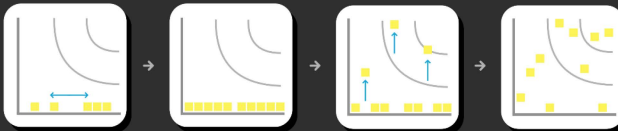
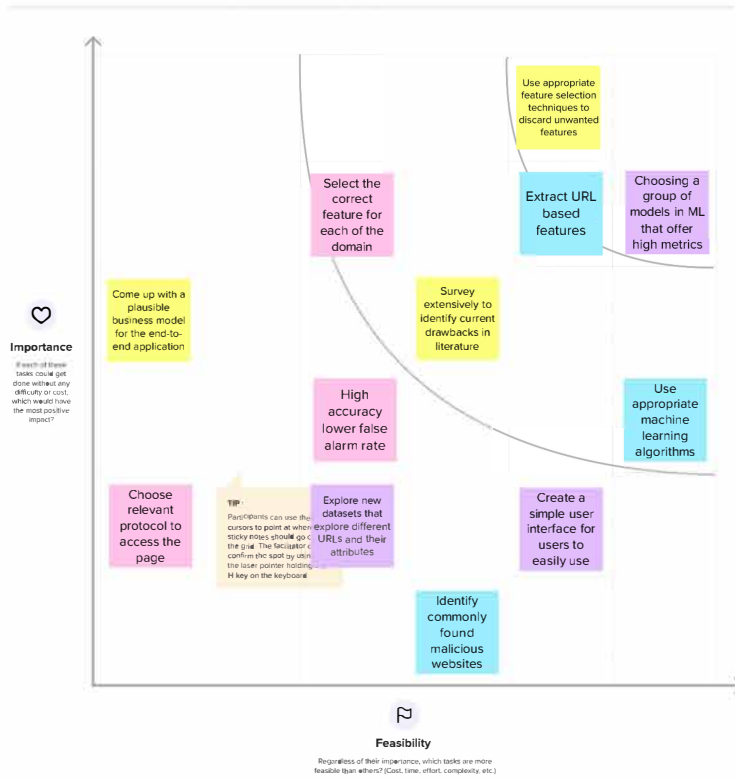
Step-3: Idea Prioritization

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



5

## 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

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)