


# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID23587
Project Name	WEB PHISHING DETECTION
Maximum Marks	4 Marks

### 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

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#### 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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#### 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 detect phishing domain names, passive queries except to the domain name, which we want to classify as phishing or not etc.



#### 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.

## Step-2: Brainstorm, Idea Listing and Grouping

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### Brainstorm

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

🕒 10 minutes

#### THARIKA JAYARAJ

User Friendly	Safe way to browse	Alertness to Phishing Attack
Encrypting Data	Legitimate website detection	Better protection
Security Software	Multi-Factor Authentication	Reliable Entity

#### SAHITHYA V

Feasibility	Security Measures	Trustworthy Website
Awareness and Education	Anti-Phishing Protection	Legitimate Information
Confidential Information	Verifying IP addresses	URL Analyzation

#### MIRDHULA SV

Improved Safety	Secure	Threat Detection
Data Mining	Innovative Design	Easy Accessibility
Identify Domain Name	Examining the URL	Robust

#### HARIPRIYA P

Better Security	Improved Safety	Friendly Environment
Verification	Prevention from Sabotage	Theft Prevention
phishing protection	blacklist-based technique	phishing detection rate

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### 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

#### Where phishing detection can be used

Identify, block, and mitigate targeted threats such as phishing and ransomware

Proactive protection against zero-day malware

#### Features

Uncompromised security

Trusted by the everyone

Improved safety

Robust

#### Customer Support

Awareness and Education

Anti-Phishing Protection

Theft Prevention

Easy Accessibility

## Step-3: Idea Prioritization

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### 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

