

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 October 2022
Team ID	PNT2022TMID45454
Project Name	Project – 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.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Web Phishing Detection:

Step-1: Team Gathering, Collaboration and Select the Problem Statement



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

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

How might we detect the phishing websites?



Key rules of brainstorming

To run an 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

2 Brainstorm

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

10 minutes

TIP You can select a sticky note and hit the arrow button to select, drag to that location

MUHAMMAD ISMAEEL SHAREEF S S

ABDUL VAHITH N

AJITH KUMAR D

MOHAMED SAHIL N

Visit Website Directly

Be Wary of Pop-Ups

Compare the Quality of the Content

Check if the Content is Missing

study about the phishing attacks

study about phishing sites

Installation of anti-phishing softwares

Safe browsing should be practiced

Pay Close Attention to the URL or Web Address

Evaluate the Content and Design of the Website

Examine the connection type

Look For an SSL/ TLS Certificate

better firewall mechanism needed

detect fake websites

verify ip addresses

alertness to phishing attack

Refer to Online Reviews

Enter a Fake Password

Be aware of pop-up messages.

Check The Payment Method

Basic knowledge on safe browsing on the internet is required

Secure internet connection is required

Check the already block listed sites

improve email defense mechanism

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

TIP And if you run out of space to stick it on the board, it's better to stick it on a piece of paper and then stick it on the board.

Protection

Detection

Prevention

improve email defense mechanism

Safe browsing should be practiced

Installation of anti-phishing softwares

better firewall mechanism needed

Secure internet connection is required

Pay Close Attention to the URL or Web Address

Evaluate the Content and Design of the Website

Be aware of pop-up messages.

Look For an SSL/ TLS Certificate

alertness to phishing attack

study about the phishing attacks

study about phishing sites

detect fake websites

Basic knowledge on safe browsing on the internet is required

Check the already block listed sites

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

Importance

If each of these tasks could get done without any difficulty or cost, which would you do first? The most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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

