

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID25501
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.


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://app.mural.co/t/ibmproject6462/m/ibmproject6462/1666002747225/26284fbb9c054a740e6e7b0599ad4b65f9882c94?sender=uea3ebfeb24e24e0f41979268>

#### 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

➔

#### 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

### WEB PHISHING DETECTION

PROBLEM

Phishing attack succeed if users fail to detect phishing sites.  
our approach development of an automated phishing detection method

## 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 pencil (switch to sketch) icon to start drawing!



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

### ACTIVITY

Unwanted request for permission to access camera/location and so on

Stealing of user credentials

Unprofessional website design

### URL

Domain Identity

Anomalies in redirection

Https links

### SOURCE

Spam messages or emails

Trusted - From the bank

From forwarded messages or third party redirects

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### 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

