

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	10 October2022
Team ID	PNT2022TMID10582
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.


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



Brainstorm & idea prioritization


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 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.

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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


1) To implement a software solution to combat the problem of web phishing of users on the internet. We propose to implement a machine learning based model to classify the websites visited as Legitimate and phishing sites. 2) We propose to implement an end-to-end ML application to capture the URLs in the address bar and use its feature to determine if its a legitimate site or a phishing site. 3) Progress for avoid phishing done by attackers which will be useful for an organization or any individuals.


**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 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



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

