

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13 October 2022
Team ID	PNT2022TMID15186
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://www.mural.co/templates/empathy-map-canvas>

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



Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



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

- 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.



To run a smooth and productive session

Key rules of brainstorming

- | | |
|-----------------|-------------------------|
| 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!

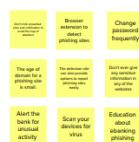
DEVALLA CHARAN SRI SAI



GALLA VISHNU SAI SAKETH



DASARARAJU GNANENDRA



CH VINAY KARTHIK



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

IDENTIFICATION OF PHISHING WEBSITE



TO AVOID PHISHING WEBSITE



PREVENTING THE E-BANKING PHISHING



Step-3: Idea Prioritization

Prioritize

20 minutes

