

## Ideation Phase

### Brainstorm&Idea Prioritization Template

Date	01 October 2022
Team ID	PNT2022TMID50116
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**

WEB PHISHING DETECTION

🕒 6:30pm to 6:00pm  
🕒 1.30 hours  
👤 1-4 people recommended

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**Before you collaborate**

Web phishing aims to steal private information, such as usernames, passwords, and credit card details, by way of impersonating a legitimate entity.

🕒 10 minutes

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**Team gathering**

This study also discusses the research avenues for future investigations.

**Set the goal**

This paper mainly focuses on equipping a deep learning framework to detect phishing websites. Web phishing, people are affected, reduce the problem.

**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

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**Problem**

Web Phishing is a serious threat in today's techno world. What can be done to detect phishing websites in order to ensure customer security?

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**Key rules of brainstorming**

To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

**Need some inspiration?**

See a limited version of this template to inspire your ideas.

[Open example](#)

#### 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

### TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

**Ashia Jessi J**

User Interface Learning	Interaction Drawing	Length of Postcard
Accuracy and Reliability	Location Accuracy (distance)	

**Anisha R**

Abstracted Subdomain Feature	Pattern Match	URL shortening service
Subdomain feature applied to the domain	URL of shortening	

**Celsiya M**

User Family	Presence of Password in URL	Website design
HTTP codes in URL	Presence of content in URL	

Time Measurement	Presence of IP in URL	URL selection
Age of URL certificate	Number of errors in URL	

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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

### Division based on similarity



**MURAL LINK:-**

<https://app.mural.co/t/webphishingdetectionteamjaci1182/m/webphishingdetectionteamjaci1182/1664368513873/e5e6f585ef90541a2811cb1e1be418fe739ec9dd?sender=udb86796b365a1dd6434c0159>