

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID20181
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

**A Team gathering**

1. Monica A.  
2. Selva Kumar V.  
3. Logeswari M.  
4. Jaye Priyanka A.  
5. Animesh M.

**B Set the goal**

1. To avoid the fake website link  
2. Eliminate the cyber threat  
3. Dynamic security

**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**

Phishing is a major problem, which uses both social engineering and technical deception to get users' important information such as financial data, emails, and other private information. Phishing exploits human vulnerabilities; therefore, most protection protocols cannot prevent the whole phishing attacks.

**PROBLEM**

In the last few years a large number of internet users are increasing additionally different companies, banks and service providers are providing services online. So various sensitive and financial data are becomes online now in these days. This aspect of internet users are an evolution for us but the dark side of this advantage is too hard to accept, because of hackers and intruders are working between end clients and service providers. A secure and efficient technique is required to detect and prevent the attacks over the network transaction.

**Key rules of brainstorming**

To run an smooth and productive session:

🗣️ Stay in topic.

👂 Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.

#### Step-2: Brainstorm, Idea Listing and Grouping

### MONICA A



### SELVAKUMARI V



### VIJAYA PRIYANKA A



### ABINAYASREE M



### LOGANAYAKI M



## Step-3: Idea Prioritization

## 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

