Project Design Phase-I
Proposed Solution Template

Date	24 September 2022
Team ID	PNT2022TMID41014
Project Name	Web Phishing Detection
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	To reduce the people falling for web phishing scams by creating a sophisticated tool that classifies a website as malicious or safe to use
2.	**Idea / Solution description**	Identify web phishing, classify whether it is an attack and prevent malicious intrusive websites
3.	**Novelty / Uniqueness**	● Uses an Ensemble model ● Explores weighted features for Neural Network approaches ● Extensive feature extraction strategy from the URL ● Simple, Easy-to-Understand UI
4.	**Social Impact / Customer Satisfaction**	● Users need not fear of losing lakhs of hard earned money to phishing scams & Users need not feel scared to use the internet ● Primarily targets the benefit of senior citizens and technologically challenged sections of the society ● Customers don't need to rely on offline transactions because of the fear of initiating transactions online
5.	**Business Model (Revenue Model)**	● B2B (Machine Learning model/API can be sold to various companies for their employees) and B2C Model (End product sold to individuals such as children's devices and senior citizens prone to attacks) ● Site can charge a one time fee for a device/user based on demographic surveys (Rs. 50 per year) ● Companies can be charged a discounted fee due to bulk purchase of the Application Programming Interface (API) ● Premium users will have access to details of the URL and reasonings for why a site has been classified 'unsafe'
6.	**Scalability of the Solution**	● Solution can use additional hardware resources when the amount of users and activity is increased ● The API can ensure that multiple requests at the same time are handled in a parallel fashion