

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	2 November 2022
Team ID	PNT2022TMID23787
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

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**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.

[Open article](#) ➔

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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

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PROBLEM

How might we [your problem statement]?

**Key rules of brainstorming**

To run a 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

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### 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

#### Phishing detection using random forest algorithm

Identify phishing URL using features.  
A classification is made by passing  
each input vector down each tree,  
randomly.

Each tree gives a classification, or vote,  
and the forest chooses the  
classification with the most instances,  
or votes .

It runs efficiently on large datasets and  
it can handle missing values.

#### Phishing detection using decision tree

Identify the criteria that can  
recognize fake URLs.

Build a decision tree that can iterate  
through the criteria.

Train our model to recognize fake  
vs real URLs.

Evaluate our model to see how it  
performs.

Check for false positives/negatives.

#### TIP

Add customizable tags to sticky  
notes to make it easier to find,  
browse, organize, and  
categorize important ideas as  
themes within your mural.

#### Phishing detection using databases

Check if input URL is in  
Phishing website list.  
If not in phishing website list  
, check if keyword is in  
phishing website list.  
Check if phishing websites  
features match.  
Check if domain is  
registered in WHOIS  
database

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### Brainstorm

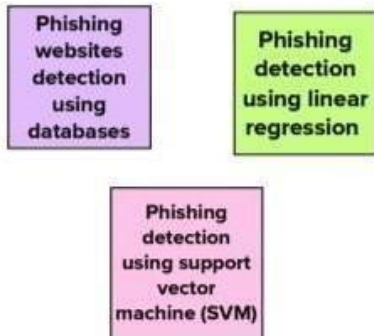
Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

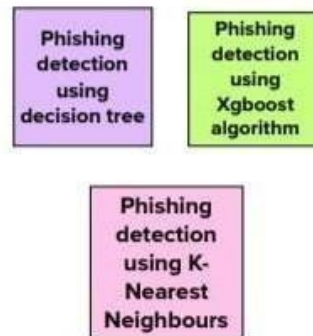
#### TIP

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

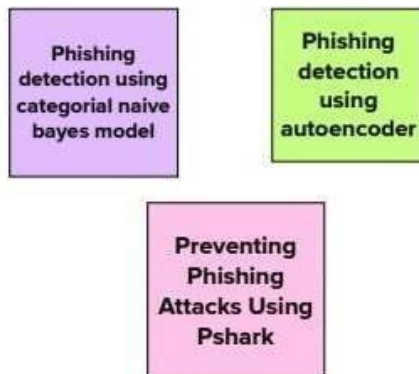
### Person 1



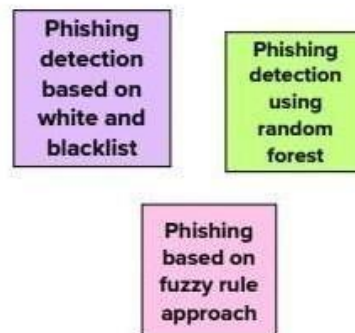
### Person 2



### Person 3



### Person 4



### Step-3: Idea Prioritization

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**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

