

# Ideation Phase


## Brainstorm & Idea Prioritization Template

Date	16 September 2022
Team ID	PNT2022TMID11399
Project Name	WEB PHISHING DETECTION
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization:




#### Step-1:

Template




## 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

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### 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

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


PROBLEM


How to detect phishing website?





### 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:

### 2 Brainstorm

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

10 minutes

**Lavan R P**

- Measure similarities between websites by analyzing a website's textual content or screenshot.
- Collect the dataset which related to website
- Block the spam mail
- Check if the input URL is in the Phishing website list

**Mohamed Faiz S**

- Use machine learning algorithm to detect phishing website
- avoiding suspiciouslooking websites geneally
- don't give your information to unsecured site
- Identify and report the phishing website

**Naveen J**

- To build a secure connection for user
- make a sure website secure
- to provide fast and effective way to people
- Block malware and Phishing website

**Mothish A**

- filter the phishing e-mails
- Use various algorithm to detect phishing
- alert the bank for un usual activity
- Use secured app and software.

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

### 3 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

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

- Measure similarities between websites by analyzing a website's textual content or screenshot.
- Check if the input URL is in the Phishing website list
- Block malware and Phishing website
- To build a secure connection for user
- Use machine learning algorithm to detect phishing website
- Identify and report the phishing website
- Use various algorithm to detect phishing
- Use secured app and software.

## Step-3:

### 4 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

**TIP** Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

**Importance** If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

**Feasibility** Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Use machine learning algorithm to detect phishing website

Measure similarities between websites by analyzing a website's textual content or screenshot.

Block malware and Phishing website

Use secured app and software.

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mural** Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural** Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

- Strategy blueprint** Define the components of a new idea or strategy. [Open the template →](#)
- Customer experience journey map** Understand customer needs, motivations, and obstacles for an experience. [Open the template →](#)
- Strengths, weaknesses, opportunities & threats** Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan. [Open the template →](#)

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