IDEATION PHASE

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID10135
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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.

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 →

TEAM ID: PNT2022TMID10135

TEAM LEAD:
KALLEDA MANOJ KUMAR

TEAMATES:
NAVEEN R
KOTA HARI SRI RAGHAVENDRA
RAYALA VIJAY SAGAR

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

PROBLEM

Phishing is a type of fraud in which the perpetrator sends emails or uses other communication channels to pose as a trustworthy entity or person in an effort to get sensitive information, such as login passwords or account information. in order to detect this kind of fraud activity we need a solution

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.

2

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

🕐 10 minutes

KALLEDA MANOJ KUMAR

- Trustability based on users
- Comfortable interface
- Clustering Algorithm
- Cross platform Useability

RAYALA VIJAY SAGAR

- FAQ tab
- Quick results
- Lesser processing power/memory req
- Classification Algorithm

KOTA HARI SRI RAGHAVENDRA

- Simple and stylish UI
- support service
- Classification Algorithm
- web extension add-on

NAVEEN R

- highly foolproof
- No ads or cookies
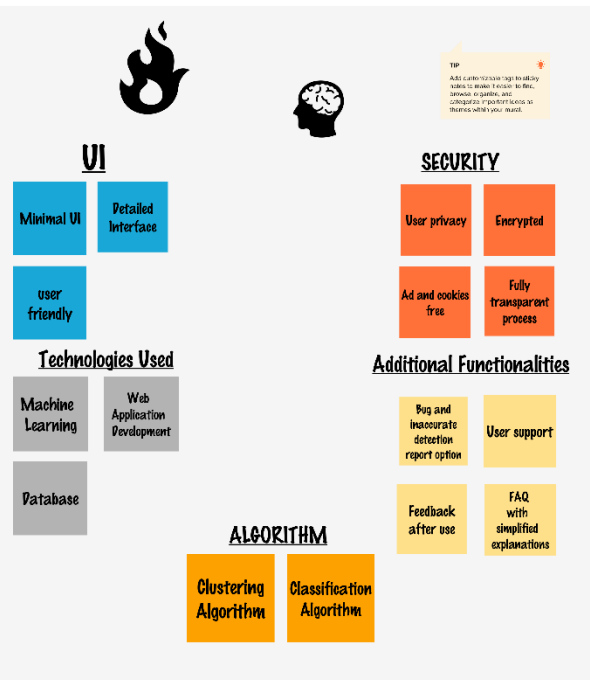- User feedback option
- Clustering Algorithm

3

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 and break it up into smaller sub-groups.

🕐 20 minutes

UI

- Minimal UI
- Detailed Interface
- user friendly

Technologies Used

- Machine Learning
- Web Application Development
- Database

SECURITY

- User privacy
- Encrypted
- Ad and cookies free
- Fully transparent process

Additional Functionalities

- Bug and inaccurate detection report option
- User support
- Feedback after use
- FAQ with simplified explanations

ALGORITHM

- Clustering Algorithm
- Classification Algorithm

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

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

- Feedback after use
- Database
- Clustering Algorithm
- Encrypted
- Ad and cookies free
- Classification Algorithm
- Web Application Development
- Bug and inaccurate detection report option
- User privacy
- Fully transparent process
- User support
- Detailed Interface
- user friendly
- FAQ with simplified explanations
- Minimal UI

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

→

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

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **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 →

Share template feedback