Brainstorming and idea prioritization

Date	15 October 2022
Team ID	PNT2022TMID26267
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

Team members:

Santhosh | Yashwanth | Prajwel | Nandish

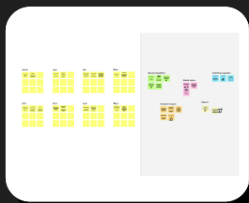# Brainstorm
& idea prioritization

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 →

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

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

How might we detect malicious phishing websites? And also a way to protect users from getting affected by those sites

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.

2

Brainstorm

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

🕐 **10 minutes**

Santhosh

Collect genuine email domains	check the urls for past cyber complaints
Block SVGs	Warn the user about the chance of the email being malicious

Yashwanth

Check whether the mail is encrypted	Check through the cookies requested
Collect most used words and content used in phishing mails	Block sites asking for higher privileges

Prajwel

Check whether it SSL certified	check for input details in the website
Use of secure browser for untrustworthy websites	Letting users know about past attacks in similar sites and mails

Nandish

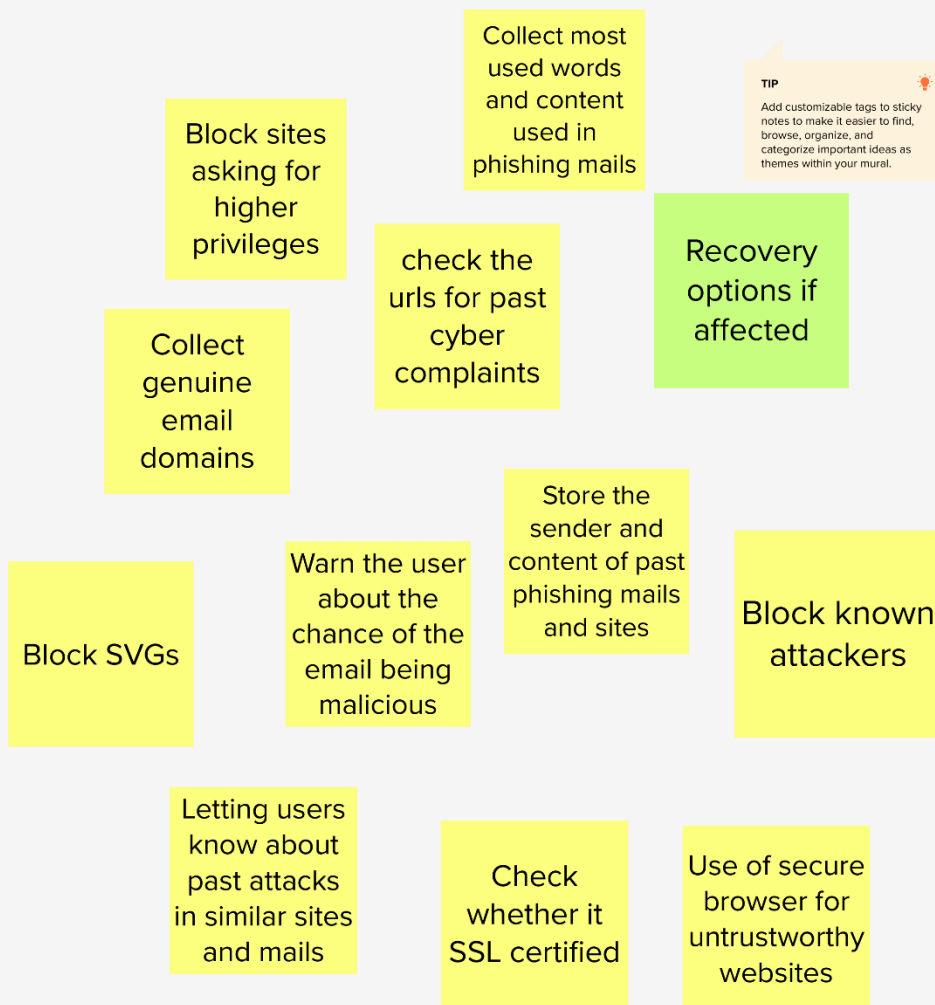|	
Store the sender and content of past phishing mails and sites	Regular updation of passwords of user accounts
Use of secure 2 factor authenticators like DUO, etc.	Block known attackers

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

Collect most used words and content used in phishing mails

TIP

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

Block sites asking for higher privileges

check the urls for past cyber complaints

Recovery options if affected

Collect genuine email domains

Store the sender and content of past phishing mails and sites

Warn the user about the chance of the email being malicious

Block SVGs

Block known attackers

Letting users know about past attacks in similar sites and mails

Check whether it SSL certified

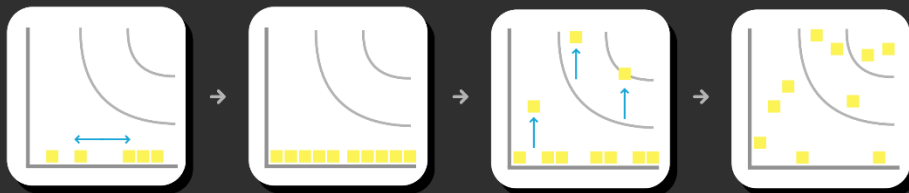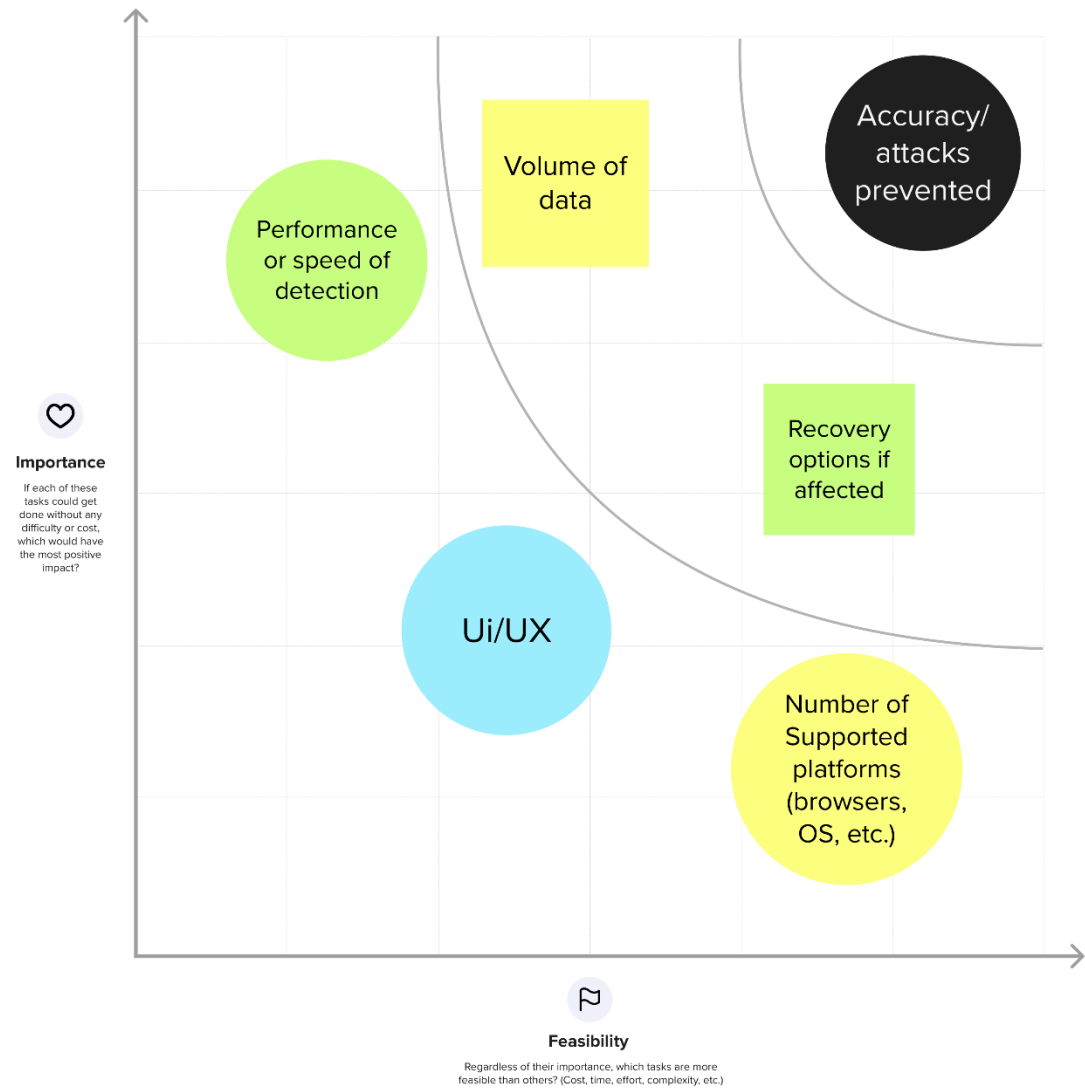Use of secure browser for untrustworthy websites

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?

Performance or speed of detection

Volume of data

Accuracy/ attacks prevented

Recovery options if affected

Ui/UX

Number of Supported platforms (browsers, OS, etc.)

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 →

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