

Ideation Phase
Define the Problem Statements

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|---------------|----------------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID26156 |
| Project Name | Project - Web Phishing Detection |
| Maximum Marks | 2 Marks |

Team members:

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Problems of web phishing:

Phishing detection techniques do suffer low detection accuracy and high false alarm especially when novel phishing approaches are introduced. Besides, the most common technique used, blacklist-based method, is inefficient in responding to emanating phishing attacks since registering a new domain has become easier, no comprehensive blacklist can ensure a perfect up-to-date database. Furthermore, page content inspection has been used by some strategies to overcome the false negative problems and complement the vulnerabilities of the stale lists.

The inconsistent nature of attack behaviors and continuously changing URL phish patterns require timely updating of the reference model. Therefore, it requires an effective technique to regulate retraining to enable machine learning algorithms to actively adapt to the changes in phish patterns.

| | | | | |
|-----------------|---------------------------|---|--|---|
| I am | I am trying to | But | Because | Which makes me feel |
| A bank customer | Transfer money to someone | I am worried that the site could end up being a phishing web page | There might be people who are trying to steal my money or rob me | that there is an urgent need to build a project that protect the users from such phishing attacks |

| | | | | |
|--------------------------------|---|--|--|--|
| I am An E-Commerce user | I am trying to Buy a product or good that is necessary | But I am worried that i could be mislead to a wrong page or that i could lose all my personal information | Because There might be people who are trying to impersonate me or steal my passwords to misuse them | Which makes me feel that I need to protect myself from such scams to safeguard my privacy |
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| Problem Statement (PS) | I am (Customer) | I am trying to | But | Because | Which makes me feel |
|------------------------|--------------------|---|---|---|---|
| PS-1 | A bank customer | Transfer money to someone | I am worried that the site could end up being a phishing web page | There might be people who are trying to steal my money or rob me | that there is an urgent need to build a project that protect the users from such phishing attacks |
| PS-2 | An E-Commerce user | Buy a product or good that is necessary | I am worried that i could be mislead to a wrong page or that i could lose all my personal information | There might be people who are trying to impersonate me or steal my passwords to misuse them | that I need to protect myself from such scams to safeguard my privacy |