

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID00733
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



## Web Phishing Detection

Web Phishing is a form of activity in which the attacker tries to learn sensitive information such as login credentials or account information by sending as a reputable entity or person in email or other communication channels.

🕒 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

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](#) ➔

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 to determine the best set of features to be used for phishing detection?  
How do I select the best algorithm out of many?  
How to enhance the performance of the algorithm that has selected?  
How to overcome the false negative problem?

**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

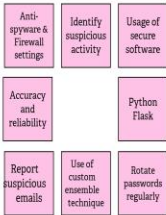
2

## Brainstorm

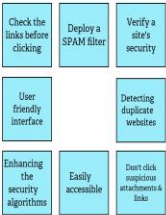
Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

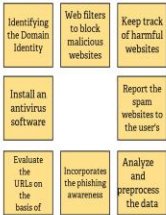
### Saravanakumar R



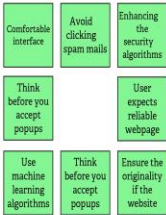
### Sricharan S



### Sriram R



### Sri Sanjay S



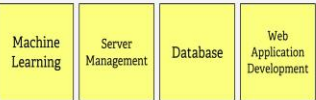
3

## Group ideas

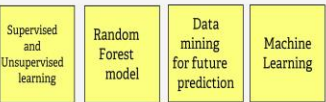
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

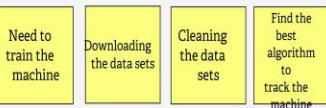
### Category 1: Technologies used



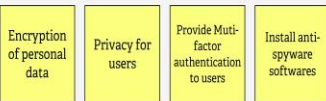
### Category 2: Detection Algorithm



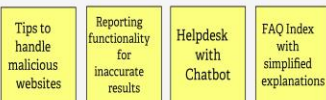
### Category 3: Training the machine



### Category 4: Security



### Category 5: Additional Features



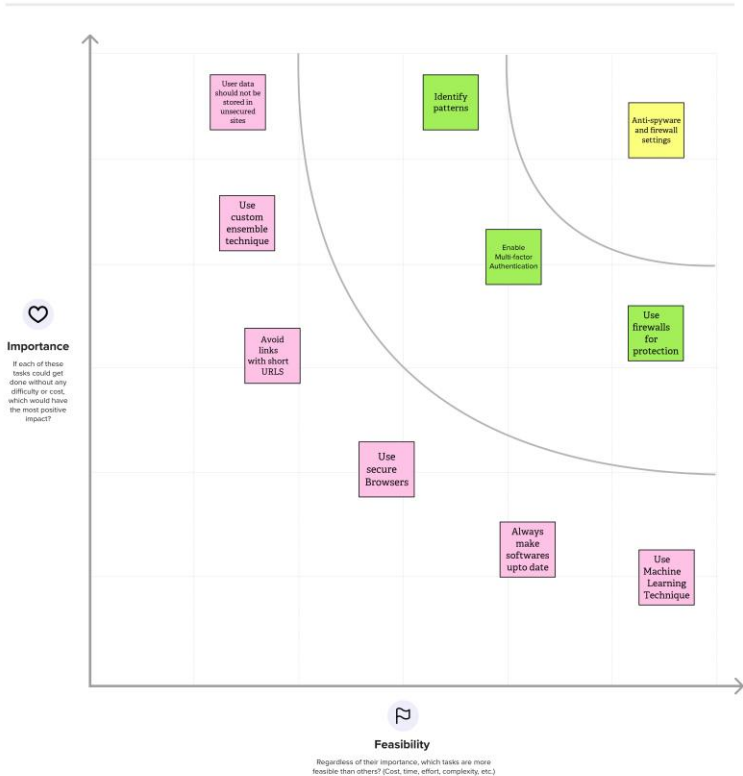
# Step-3: Idea Prioritization

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



→

## 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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