

Ideation Phase

Brainstorm&Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID48632
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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.

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

Share template feedback

1

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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitator: Superpowers to run a happy and productive session.

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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 [your problem statement]?

There are a number of users who purchase products online and make payments through e-banking. There are e-banking websites that ask users to provide sensitive data such as username, password & credit card details, etc., often for malicious reasons. Web phishing is one of many security threats to web services on the internet.

2

Brainstorm

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

10 minutes

TIP
We can select a sticky note and hit the pencil icon to access tools to start drawing.

Neerajkumar, S (Team Leader)

Difficult to block "redirecting pages," as these URLs can be disguised

To keep track of all potential phishing technique, use an intelligent online security gateway

Analytical comparison of trustworthy and fraudulent websites

SrivathsaRathic, C (Team member)

Web phishing detection with advanced deployment

Maintaining web phishing records with a spam repository

Observation of resources loading times to identify fraudulent websites tendencies to display just codes rather than their functionality

Ajaykumar, M (Team member)

Link pathways are being traced after detection of tampering

By contrasting it with real online domain names, homograph spoofing can be identified.

To check for extended links and prevent link shortening because most fraudulent websites use the "bit.ly" extension

Gunasakar, J (Team member)

Incorrectly worded keywords and odd website changes

Requesting confirmation of unrelated qualifications

Verify secure web protocols like "https" visually