

## **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.

1 hour to collaborate 2-8 people recommended

(L) 10 minutes to prepare

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 Learn how to use the facilitation tools Use the Facilitation Superpowers to run a happy and productive session.

# Define your problem statement

Phishing Detection techniques do suffer low detection accuracy and high false alarm especially when novel phishing approaches are introduced. There are better different approaches to web phishing detection.

> WEB PHISING DETECTION

Key rules of brainstorming To run an smooth and productive session Encourage wild ideas.

Defer judgment. Listen to others.

Go for volume.

If possible, be visual.

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

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

NAVEENA AK

SYED ASHRAF N

processing

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.

### Phishing detection using random forest algorithm

Identify phishing URL using features. A classification is made by passing each input vector down each tree, randomly. Each tree gives a classification, or vote, and the forest chooses the classification with the most instances, or votes . It runs efficiently on large datasets and it can handle missing values.

> Phishing detection using decision tree

Identify the criteria that can recognize fake URLs.

Build a decision tree that can iterate through the criteria.

Train our model to recognize fake vs real URLs.

Evaluate our model to see how it performs.

Check for false positives/negatives.

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

Phishing detection using databases

Check if input URL is inPhishing website list. If not in phishing website list , check if keyword is inphishing website list. Check if phishing websites features match. Check if domain is

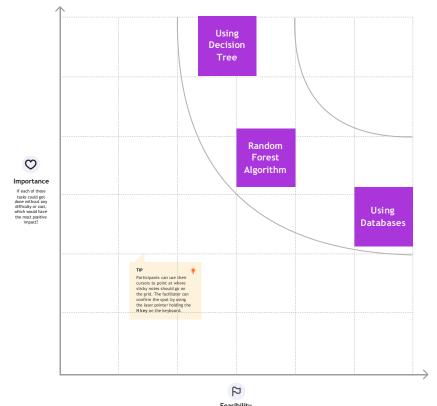
registered in WHOIS

database

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

members of your company who might find it helpful.

You can export the mural as an image or pdf to share with

Quick add-ons

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

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

Feasibility Regardless of their importance, which tasks are more

feasible than others? (Cost, time, effort, complexity, etc.)



Need some inspiration?











