

## Project design Phase 1

### Proposed solution

Team ID	PNT2022TMID24896
Project name	Web phishing detection
Maximum marks	2 marks

### Proposed Solution template:

S.No	Parameter	Description
1	Problem statement	<ul style="list-style-type: none"><li>● Web phishing is one of the major problems which handles with sensitive information.</li><li>● Malicious link will often steals users credentials without their consent which must be solved</li><li>● The main objective is to identify phishing e-payment website and safeguard user information from phishing to protect users privacy</li></ul>
2	Idea / Solution description	<ul style="list-style-type: none"><li>● Our proposed model is capable of detecting phishing websites by use of Machine learning &amp; classification algo's.</li><li>● As we came to know while doing literature survey ,efficient models like decision</li></ul>

		<p>tree,random forest could also be tried out.</p> <ul style="list-style-type: none"> <li>● use of pre-defined blacklisted website dataset</li> </ul>
3	Novelty / Uniqueness	<ul style="list-style-type: none"> <li>● As we are providing a service(SAAS) which doesn't need any kind of computational resources.</li> <li>● The specialized feature is that we provide users to enable our project as a Chrome extension with user-friendly UI/UX which gives them a higher level of confidence while doing transactions or web surfing .</li> <li>● Our model is designed in such a way which gives alerts while entering into phishing websites.</li> </ul>
4	Social impact	<ul style="list-style-type: none"> <li>● Our project will have a definite impact on society by making users free from data theft .</li> <li>● secure users from proxies and scams</li> <li>● Using our product people can feel safer and secure from the cyber-attack like web phishing</li> </ul>
5	Business Model	<ul style="list-style-type: none"> <li>● We are providing the product as Software as a service model, so that users can easily use the</li> </ul>

		<p>product without any difficulties.</p> <ul style="list-style-type: none"> <li>● Even though our product is not designed to generate revenue directly , it helps indirectly for e-commerce &amp; banking institutions by providing trustiness over the products which further increase the intakes of services .</li> </ul>
6	Scalability of the solution	<ul style="list-style-type: none"> <li>● Apart from E-banking and e-commerce sector the idea proposed can be developed into platform independent model also.</li> <li>● Machine Learning models and effective feature engineering techniques helps identify phishing websites and come up with key features that are common in most phishing websites.</li> </ul>

