

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	21 September 2022
Team ID	PNT2022TMID24070
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.

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

The image displays a three-page template for a brainstorming session, presented in a clean, modern style with a light blue header bar.

**Page 1: Brainstorm & idea prioritization**

- Header:** A vertical blue bar on the left contains the word "Template". To its right is a circular icon featuring a lightbulb and wavy lines.
- Main Title:** "Brainstorm & idea prioritization" in large, bold black font.
- Description:** "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."
- Icons and Time/People Indicators:**
  - A clock icon followed by "10 minutes to prepare".
  - A calendar icon followed by "1 hour to collaborate".
  - A group of people icon followed by "2-8 people recommended".
- Action Button:** A small button at the bottom left says "Share template feedback".

**Page 2: Before you collaborate**

- Section Header:** "Before you collaborate" with a blue arrow icon.
- Text:** "A little bit of preparation goes a long way with this session. Here's what you need to do to get going."
- Time Indicator:** A clock icon followed by "10 minutes".
- Facilitation Steps:**
  - 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. Below this is a button labeled "Open article" with a right-pointing arrow.

**Page 3: Define your problem statement**

- Section Header:** "Define your problem statement" with a blue circle containing the number "1".
- Text:** "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm."
- Time Indicator:** A clock icon followed by "5 minutes".
- Problem Statement Example:** A box titled "PROBLEM" contains the text: "Common users who look for information on the web are unsure on the internet who trust a method to remove the links they click are secure because some link common and no one should become a victim of web phishing".
- Key rules of brainstorming:** A section titled "Key rules of brainstorming" with the subtitle "To run an smooth and productive session". It lists six rules, each with an icon:
  - Stay in topic. (Icon: person speaking)
  - Encourage wild ideas. (Icon: lightbulb)
  - Defer judgment. (Icon: person thinking)
  - Listen to others. (Icon: ear)
  - Go for volume. (Icon: megaphone)
  - If possible, be visual. (Icon: eye)

**Footer:**

- Left Side:** A rounded rectangle showing a preview of a finished version of the template with various icons and text.
- Right Side:** The text "Need some inspiration?" followed by "See a finished version of this template to kickstart your work." and a button labeled "Open example" with a right-pointing arrow.

## Step-2: Brainstorm, Idea Listing and Grouping

### 2 Brainstorm

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

🕒 10 minutes

Abhinand G	Aruna Srikanakshi R	Roshni Balasubramanian	Suba Varshini V
Survey extensively to identify current drawbacks in literature	Extract URL based features	Create a simple user interface for users to easily use	Choose relevant protocol to access the page
Use appropriate feature selection techniques to discard unwanted features	Identify commonly found malicious websites	Choosing a group of models in ML that offer high metrics	Select the correct feature for each of the domain
Come up with a plausible business model for the end-to-end application	Use appropriate machine learning algorithms	Explore new datasets that explore different URLs and their attributes	High accuracy lower false alarm rate

### 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

Identify existing datasets and drawbacks

Survey extensively to identify current drawbacks in literature

Identify commonly found malicious websites

Explore new datasets that explore different URLs and their attributes

Choose ML model and metrics

Use appropriate machine learning algorithms

High accuracy lower false alarm rate

Feature Selection

Select the correct feature for each of the domain

Extract URL based features

Use appropriate feature selection techniques to discard unwanted features

Application development

Come up with a plausible business model for the end-to-end application

Create a simple user interface for users to easily use

Choose relevant protocol to access the page

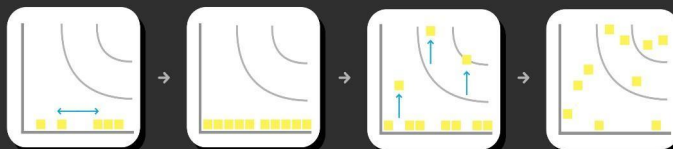
Individual brainstorming → Grouped ideas

Grouped ideas → Prioritization

## Step-3: Idea Prioritization

## Prioritize

⌚ 20 minutes



### After you collaborate

### Quick add-ons

- Keep moving forward

-  [Share template feedback](#)

