

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



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.

① 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.

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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

Uniform resource locator URLs sometimes are also referred to as "Web links" play a vital role in a phishing attack.

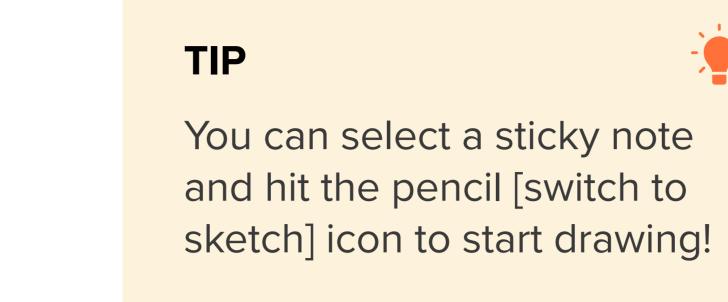
Attacker creates the fake copy of a popular organization and sends the URL of fake website to the large number of Internet users using e-mail, blog, social networking sites, and so forth. Some other solutions like the heuristic and visual similarities based approaches also blocked the webpage only when the browser requests for any suspicious webpage.



Brainstorm

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

① 10 minutes



Tamilselvi

If a fake e-mail

bypasses the

blacklist and

features based

the user opens

solutions and if

attached link in

the e-mail then

some browser

based blacklist

the site at client

side.

Jeyasri

Signature is created by extracting features from the entire website rather than a single webpage. Therefore, only one signature is enough to detect various targeted fake webpages of

Arunmozhi

Suspicious website is compared with the top results obtained from search engine. If any of domain matched with the current website, then declare it a legitimate or otherwise make it a phishing site.

Mariselvi

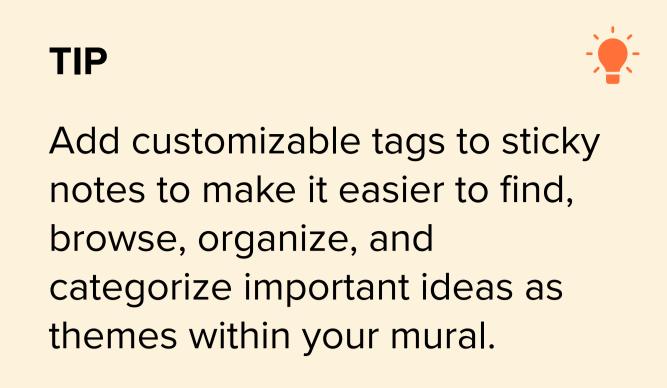
When similarity
between the given
and the legitimate
webpage is greater
than some
predefined threshold,
then the system
marks the given
webpage as a
phishing webpage.



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 and break it up into smaller sub-groups.





Layout similarity is calculated by dividing the total number of matched blocks to the total block present in the legitimate webpage.

Signature uses the standard features of an entire website so this technique can also detect a phishing webpage which is partially copied from a legitimate website.

