

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |                        |
|---------------|------------------------|
| Date          | 17 October 2022        |
| Team ID       | PNT2022TMID43816       |
| 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.

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.

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

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

### 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 Facilitation Superpowers to run a happy and productive session.

[Open article](#)

### 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

Phishing attacks succeed when user fails to detect phishing sites.

Generally, past work in anti-phishing falls into four categories:

1. Studies to understand why people fall for phishing attacks.
2. Methods for training people not to fall for phishing attacks.
3. User interfaces for helping people make better decisions about routing email and websites.
4. Automated tools to detect phishing.

#### Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer judgment.

Listen to others.

Go for volume.

If possible, be visual.

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

### 2 Brainstorm

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

10 minutes

**Ashiq Mohammed M**

- Improve performance
- Compact resource usage
- Extracting details of the URL
- URL redirecting
- Do not share sensitive or confidential information
- Watch out for unsafe connections or unusual requests

**Anandhu B S**

- Updating the attacker's basic Details
- Track the attacker
- Sender's name can deceive you
- Focus on Leads
- Hover but never click
- Assume every email is a phishing attempts

**Pradeesh E**

- Use of trusted resources
- Show stats to user history
- DNS Validation
- SSL Validation
- Check for typos/spelling error
- Improve email delivery mechanisms

**Jeevanantham M**

- Do not fall for fake URGENCY!!
- Feel safer to access links
- Score for the search
- Access with web browsers
- Check for Updates
- Do not install anything from unknown websites or resources

**Tip** Write down ideas that come to mind in the period (prior to the start time) or start (during).

### 3 Group ideas

Take turns sharing your ideas with the clustering similar or related ideas 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

## URL

- HTTPS / HTTP links
- Domain Identification
- Time of Redirection
- Basic Details

## SOURCE

- Spam message or emails
- Third party redirecting
- From un-trusteds
- Malicious landing page

## Activity

- Stealing credentials of user
- Unauthorized permission access for email, social media, etc.
- From untrust source/identity
- fraudulent URLs

**Tip** All clusters must map to the key problem. Be ready to explain the idea to the group and be prepared to defend it. If you have a cluster that is too large, try and break it up into smaller sub-groups.

## Step-3: Idea Prioritization

### 4 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

**Tip** Use the grid to see how ideas are prioritized. Ideas that are high on the grid (top-left) are the most important and feasible. Ideas that are low on the grid (bottom-right) are the least important and feasible.

### 5 After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mural** Share a view link to the mural with stakeholders to keep them in the loop about the subject 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 to 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 activities for an experience. [Open the template](#)
- Strengths, weaknesses, opportunities & threats** Identify strength, weaknesses, opportunities, and threats (SWOT) to your idea or plan. [Open the template](#)

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