

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
 2-3 people recommended


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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](#) →

1

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, your work in anti-phishing falls into four categories:


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


2


Key rules of brainstorming


To run a 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 emails containing 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 typographical error	Improvise email defense 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
You can select a sticky note and set the pencil icon to switch to sketch from the drawing!

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

URL

HTTPS / HTTP links	Domain Identification	Line of Redirection	Basic Details
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SOURCE

Spam message or emails	Third partyed redirecting	From un-trusties	Malicious landing page
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Activity

Stealing credentials of user	Unwanted permission access for audio, location camera, etc...	From untrust source/identity	fraudulent URLs.
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TIP
Add a sticky note to sticky notes to make it easier to break, move, separate, and collapse the sticky notes as you go when you're done!

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

Importance
Rank of ideas based on how important they are to your team. (High, medium, low, etc.)

Feasibility
Rank of ideas based on how easy they are to implement. (High, medium, low, etc.)

TIP
Participants can use this grid to prioritize ideas. They should place their ideas on the grid. The facilitator can confirm the grid by using the lower pointer (bottom-left) and the upper pointer (top-right).

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 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](#)

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