IDEATION PHASE
Brainstorm & Idea Prioritization

Project ID: PNT2022TMTMID42849
Project Title: WEB-PHISHING

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

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 Statement

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.

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

TIP: You can select a sticky-note and hit the pencil (switch to sketch) icon to start drawing!

Amiritha Varshini
- Name of sender can trick you
- Check for types
- Don't share sensitive information
- Don't fall for URGENCH
- Hover but don't click

Harish
- Updating the attacker basic Data
- Track the attacker
- compact resource usage
- Focus on Levels
- Improve performance

Indhumathi Aishwarya
- Use of trusted resources
- Extracting details of the url
- SSL Validation
- DNS Validation
- Url redirecting

Sakthivel Aishwarya
- Check for Updates
- access with web browsers
- Fast refer to access links
- Scans for the search
- show stats to user maybe

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.
20 minutes

URL
- HTTPS / HTTP links
- Domain Identification
- Line of Redirection
- Basic Details

TIP

SOURCE
- Spam message or emails
- Third partied redirecting
- From un-trusties
- Malicious landing page

Activity
- Stealing credentials of user
- Unwanted permission access for audio, location, camera, etc..
- From untrust source/ identity
- fraudulent URLs.

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

- Deploy Machine Learning
- Verify Domain identity
- Prevention from stealing datas
- Detect spoofs
- Data mining algorithm
- Identify the redirection
- untrusties source

Feasibility

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 limit 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 it your drive.

Keep moving forward
- Strategy blueprint
  Define the component of a new idea or strategy.
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- Customer experience journey map
  Understand customer needs, motivations, and obstacles for an experience.
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- Strengths, weaknesses, opportunities & threats
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
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