Ideation Phase
Brainstorm & Idea Prioritization Template
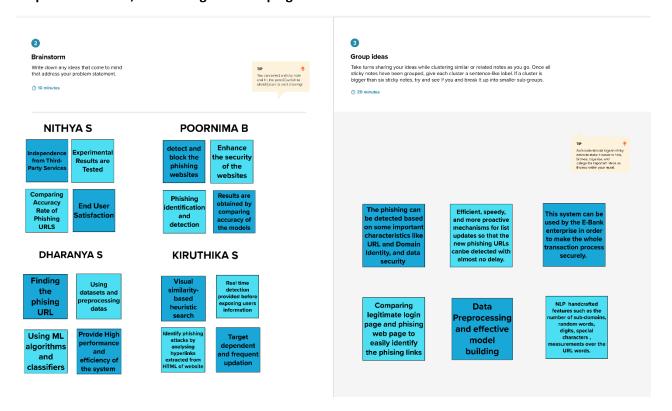
Date	19 September 2022
Team ID	PNT2022TMID01355
Project Name	Project – Web Phishing Detection
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕐 10 minutes

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 and break it up into smaller sub-groups.

🕐 20 minutes

NITHYA S

Independence from Third-Party Services	Experimental Results are Tested
Comparing Accuracy Rate of Phishing URLS	End User Satisfaction

POORNIMA B

detect and block the phishing websites	Enhance the security of the websites
Phishing identification and detection	Results are obtained by comparing accuracy of the models

DHARANYA S

Finding the phising URL	Using datasets and preprocessing datas
Using ML algorithms and classifiers	Provide High performance and efficiency of the system

KIRUTHIKA S

Visual similarity-based heuristic search	Real time detection provided before exposing users information
Identify phishing attacks by analysing hyperlinks extracted from HTML of website	Target dependent and frequent updation

The phishing can be detected based on some important characteristics like URL and Domain Identity, and data security

Efficient, speedy, and more proactive mechanisms for list updates so that the new phishing URLs canbe detected with almost no delay.

This system can be used by the E-Bank enterprise in order to make the whole transaction process securely.

Comparing legitimate login page and phising web page to easily identify the phising links

Data Preprocessing and effective model building

NLP handcrafted features such as the number of sub-domains, random words, digits, special characters, measurements over the URL words.

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

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Comparing Accuracy rate and Providing High performance and efficiency to the website

The E-Bank company can utilize this solution to secure every step of the transaction process.

Mechanisms for list updates that are rapid ,accurate,and more proactive should be implemented .so URL can be found almost promptly.

Collecting datasets and implementation of efficient models and algorithm

Based on several essential aspects like URL and Domain Identity, as well as data security, the phishing can be identified.

Making Feasibility studies in terms of Technology Considerations before commencing the project

Extracting URLS and using them for predictive analysis and notifying the user.

Designing and modelling the website which is more interactive and responsive to end users

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)