

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	12 October 2022
Team ID	PNT2022TMID29453
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.

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

**Template**



## Brainstorm & Ideaprioritization

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

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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

**How might we detect the web phishing ?**

**Key rules of brainstorming**

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.



**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#)

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

### 2 Brainstorm

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

10 minutes

**Mohan raj M**

Web filtering is one of the most important ways to prevent your users from accessing phishing websites.

SSL technology-A highly effective technique to prevent phishing is to never give out sensitive information.

The URL submitted by the user can be scanned & results can be viewed in our site UI.

By analyzing the contents of the website, it can be guessed if it is required to login to the website or not.

Page similarity calculation - Heuristics & ML algorithms

**Rajesh E**

Maintaining & updating the list of unsafe and malicious URLs - 'Blacklist URLs'.

The given URL is checked against the blacklist/whitelist & the user can be alerted accordingly.

ML algorithms can detect zero day attacks and have a shorter detection time.

Learning algorithms like ML can be used to detect attacks based on features extracted from the URL.

Checking if the website is cybersquatted or typosquatted or not.

**Dheerath kumar R**

Build an AI powered phishing detection model that can detect whether it is a genuine web/educational fake site.

The ML model will learn the possible ways of the phishing website that can lure a user to get phished and the phisher exits away with it.

This kind of phishing is prevented by the model and alerts the user about the activity.

Introducing the characteristics of the URL in a model instead of giving detection. For instance, if the URL contains the URL of a well-known website or contains unusual features.

Using a white list or black list is the most straightforward technique to determine whether a particular website is engaging in web phishing.

**Arunachalam R**

Web Phishing uses social engineering techniques through short messages and emails to induce users to get sensitive information.

Unfamiliar webpages, and misleading hyperlinks are the most common indicators of a phishing attack.

Spotting some phishing websites is typically challenging task because phishing is usually a continuous process that many times in human communication, not the content or culture independent.

To prevent web phishing, analyze the overall look of the website.

Any classification algorithm can be used for the prediction.

### 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

**Web Phishing**

It is an attack where the attacker impersonates a legitimate website to steal sensitive information from the user. It is a social engineering technique to perform identity theft.

Phishing attacks are often carried out using email, which may look like a legitimate email, but it is a phishing attempt to steal sensitive information from the user.

It is a semantically based attack, which is a phishing attempt to steal sensitive information from the user.

Web filtering is one of the most important ways to prevent your users from accessing phishing websites.

**Features used for phishing**

How many days passed since the domain registered

Page contents are prepared for us to detect whether target domains is used for phishing or not.

Checking if the website is cybersquatted or typosquatted or not.

Following heuristics: real domains tend to use personal email or HTTP/HTTPS instead of email (page 2) list, artificial extensions.

Extending the number of links for the domain, average visit duration & web traffic, share per country.

**Training Data Sets**

Decision Tree Algorithms can be used to detect phishing websites based on features like URL, domain, and content.

The sample data set will be trained with known phishing and legitimate domains in the training phase.

Measuring & updating the list of unsafe and malicious URLs - 'Blacklist URLs'.

## 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

### 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

**Strategic blueprint**  
Define the components of a new idea or strategy.  
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**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 related to a project or organization.  
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