

Project Design Phase-I
Proposed Solution Template

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	A phishing website is a fake website, with domain similar in name and appearance to an official website. They're made in order to fool someone into believing it is legitimate. And then extract login credentials or confidential information such as credit card details from victims to perform malicious activities.
2.	Idea / Solution description	In order to detect and predict phishing website, we proposed an intelligent, flexible and effective system that is based on using classification Data mining algorithm. We implemented classification algorithm and techniques to extract the phishing data sets criteria (URL and Domain Identity, security and encryption) to classify their legitimacy. Then detect whether the website is a phishing site or not.
3.	Novelty / Uniqueness	One of the major contributions of this project is the selection of different new features, which are capable enough to detect 0-h attacks, and these features do not depend on any third-party services. In particular, we extract character level Term Frequency-Inverse Document Frequency (TF-IDF) features from noisy parts of HTML and plaintext of the given webpage.
4.	Social Impact / Customer Satisfaction	Since Data mining algorithm used in this system, it provides better performance as compared to other traditional classifications algorithms. With the help of this system user can also purchase products online without any hesitation. The accuracy of phishing site identification is around 89%.

5.	Business Model (Revenue Model)	A free web application system that can be used by many any person, E-commerce website or other websites in order to perform protected transaction. It's quick , free and trustworthy.
6.	Scalability of the Solution	Additional features such as reporting the phishing website can be made. Also this web application can be made as a chrome extension so that users can securely surf through websites without any hesitation.