Ideation Phase
Problem Statements and Ideation Phase

Date	28 September 2022
Team ID	PNT2022TMID07498
Project Name	Project – Web Phishing Detection
Maximum Marks	2 Marks

Customer Problem Statement Template:

Phishing is a form of fraudulent attack where the attacker tries to gain sensitive information by posing as a reputable source. In a typical phishing attack, a victim opens a compromised link that poses as a credible website. The victim is then asked to enter their credentials, but since it is a "fake" website, the sensitive information is routed to the hacker and the victim gets "hacked." There are multiple websites who ask user to provide sensitive data such as username, password or credit card details etc. often for malicious reasons.

Sample problem statement of a customer:
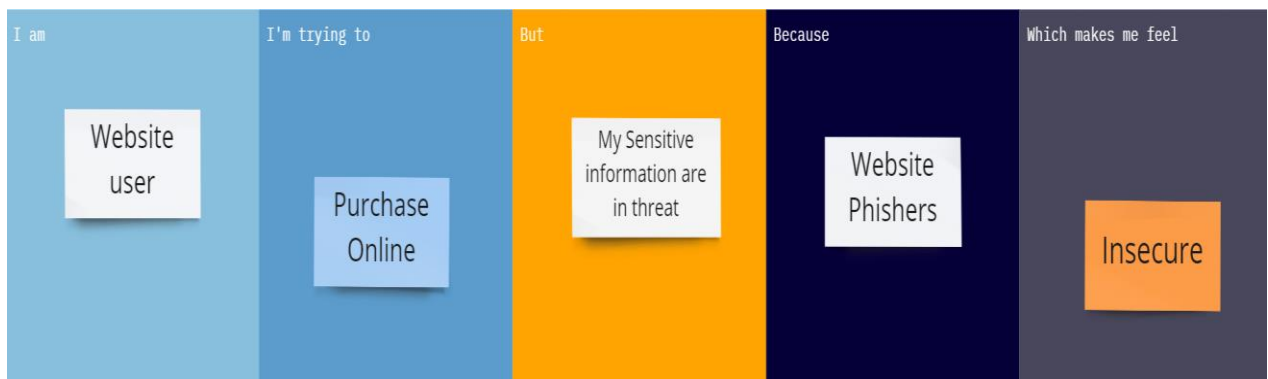
With the booming of internet transactions, cybercrimes rapidly increased and with anonymity presented by the internet, Hackers attempt to trap the end-users through various forms such as phishing, SQL injection, malware, man-in- the-middle, domain name system tunnelling, ransomware, web trojan, and so on. Among all these attacks, phishing reports to be the most deceiving attack.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Website User	Purchase Online	My sensitive information is stolen	Phishers access the website	Insecure
PS-2	Student	Enrol in online course	I lost money in my Bank account	Theft of my account credentials by phishers	Frustrated

Brainstorming Ideation Phase:
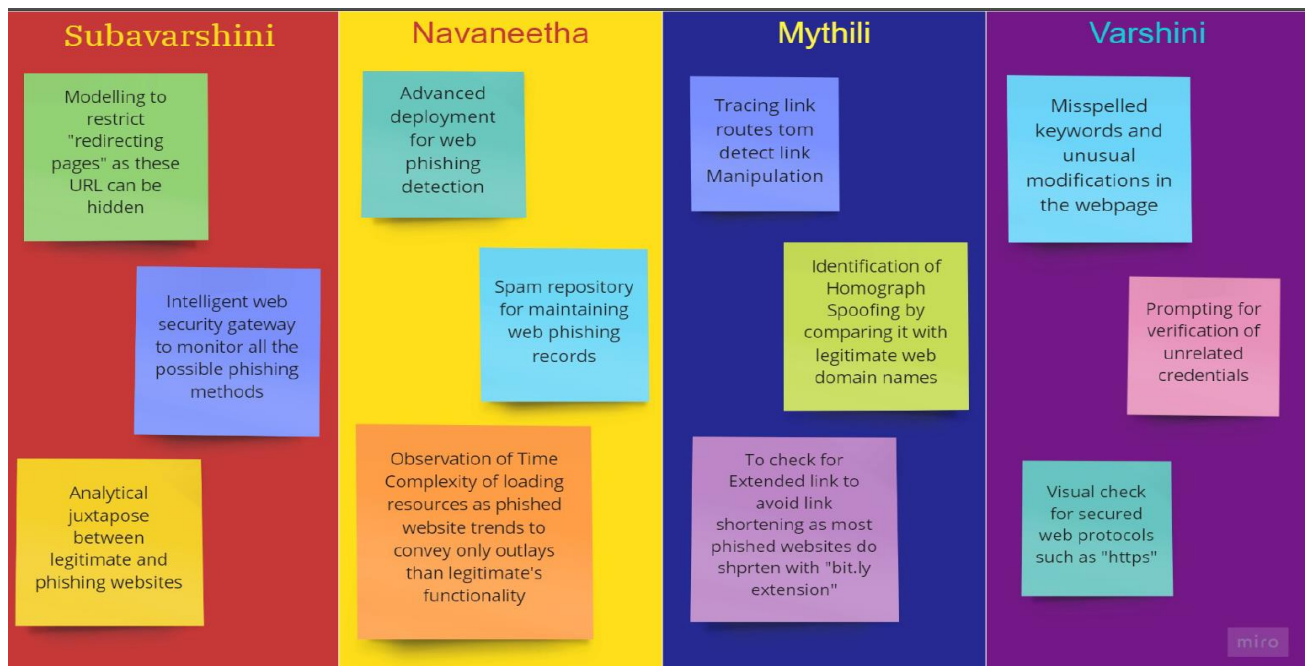
Ideas proposed by team members:

Subavarshini (Team Leader):

- Modelling to restrict "redirecting page" as these URL can be hidden.
- Intelligent web security gateway to monitor all possible phishing methods.

Navaneetha Krishnaveni A (Team member 1):

- Spam repository for maintaining web phishing records.
- Advanced deployment for phishing records.

Varshini P (Team member 2):

- Identification of Homograph spoofing by comparing it with legitimate web domain names.
- Misspelled keywords and unusual modifications in webpage.

Mythili R (Team member 3):

- Visual check for web protocols as "https".
- Prompting for verification for unrelated credentials.