

# Ideation Phase

## Brainstorm & Idea Prioritization


Date	19 September 2022
Team ID	PNT2022TMID26146
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 & 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


 Share template  
 Feedback





### 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**

There are a number of users who purchase products online and make payments through e-banking. There are e-banking websites that ask users to provide sensitive data such as username, password & credit card details, etc., often for malicious reasons. This type of e-banking website is known as a phishing website. Web service is one of the key communications software services for the Internet. Web phishing is one of many security threats to web services on the Internet.

**Key rules of brainstorming**

To run an smooth and productive session

-  Stay in topic.
-  Encourage wild ideas.
-  Defer judgment.
-  Listen to others.
-  Go for volume.
-  If possible, be visual.

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

### 2 Brainstorm

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

10 minutes

**Anus Rajeswari.K.K**

- Maintain consistency in format
- Unambiguous user interface
- Clustering algorithms
- Feedback from user

**Anu soomiyaa .A**

- Avoid interruptions of cookies
- Include Help and Support
- Include FAQs
- Works cross platforms

**Daphne patricia.P**

- Providing authentication
- Unresponsive theme
- Encryption of data
- Variety of options

**Shrutika .A**

- speed of processing
- Easy Navigability
- User friendly portal
- Reusability

**Tip** You can select a sticky note and hit the pencil (which is shown) to edit it.

### 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 can break it up into smaller sub-groups.

20 minutes

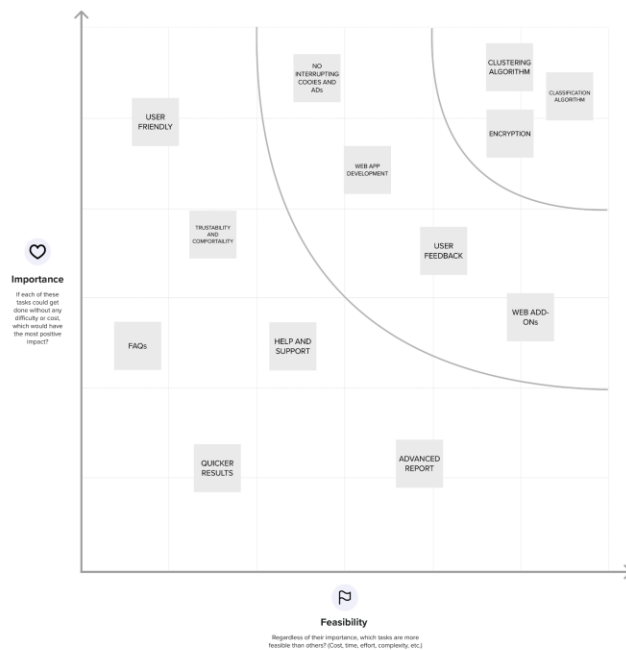
```
graph TD
    RA[Resources/Algorithms] --- C[Classification]
    RA --- R[Regression]
    RA --- ML[Machine Learning]
    P[Prior Knowledge] --- PC[Regression Classification and Clustering]
    P --- FL[Flask]
    P --- SL[Supervised and unsupervised learning]
    P --- LR[Logistic Regression]
    TR[Tools Required] --- JN[Jupyter Notebook]
    TR --- A[Anaconda]
    TR --- VS[Visual Studio Code]
    TR --- S[Spyder]
    OF[Other features to focus] --- TC[Trustability and Confidentiality]
    OF --- UF[User friendly]
    OF --- AS[Adequate Security]
    OF --- FH[FAQ and Help and support]
    OF --- AA[Authorized access]
    OF --- FR[Faster result and Detailed report]
    S[Security] --- EN[Encryption]
    S --- NC[No cookies or interrupting ads]
    S --- HSP[Highly secured proof]
```

### 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

- A Share the mural**  
Share a **view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.
  - B 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

-  **Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
  -  **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 (SWOT) to develop a plan.  
[Open the template →](#)

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