Ideation Phase
Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID08565
Project Name	WEB PHISHING DETECTION
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement
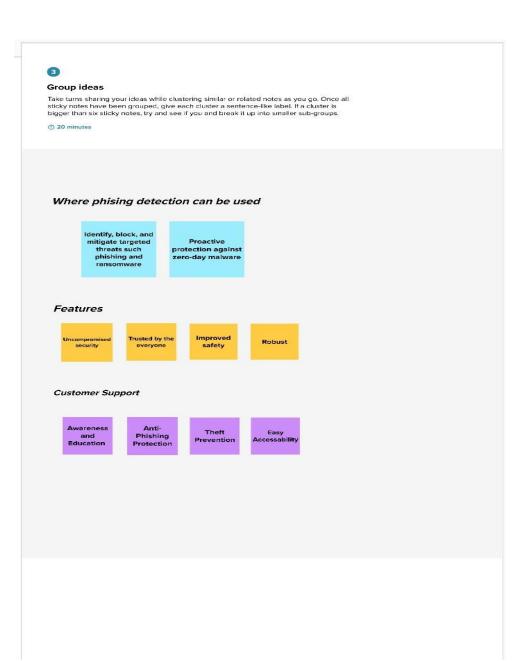
Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

⏱ 10 minutes

Nivetha

User friendly	Safe way to browse	Alertness to phishing attack
Encrypting data	Legitimate website detection	Better protection
Security software	Multi-factor authentication	Reliable entity

Vishnu Vardhan

Feasibility	Security measures	Trustworthy website
Awareness and education	Anti-phishing detection	Legitimate information
Confidential information	Verifying IP addresses	URL analyzation

Varadharaj

Improved safety	Secure	Threat detection
Data mining	Innovative design	Easy accessibility
Identify domain name	Examining the URL	Robust

Priyadharshini

Better security	Improved safety	Friendly environment
Verification	Prevention from sabotage	Theft prevention
Phishing protection	Blacklist-based technique	Phishing detection rate

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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

Where phising detection can be used

Identify, block, and mitigate targeted threats such phishing and ransomware	Proactive protection against zero-day malware

Features

Uncompromised security	Trusted by the everyone	Improved safety	Robust

Customer Support

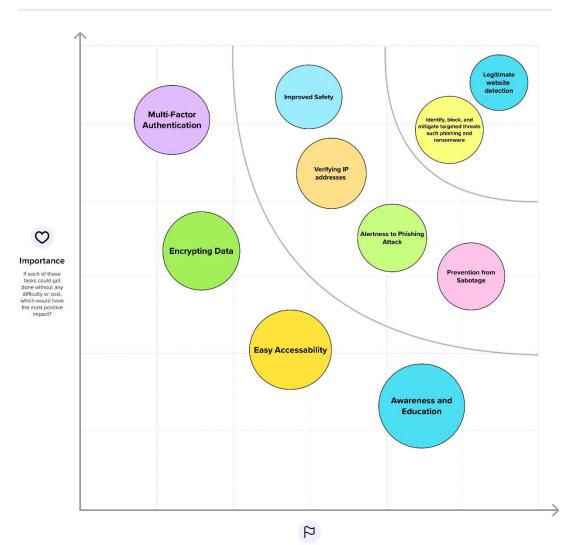|			
Awareness and Education	Anti-Phishing Protection	Theft Prevention	Easy Accessability

Step-3: Idea Prioritization

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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?

Feasibility

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

Ideas on grid:
- Multi-Factor Authentication
- Improved Safety
- Legitimate website detection
- Identify, block, and mitigate targeted threats such phishing and ransomware
- Verifying IP addresses
- Encrypting Data
- Alertness to Phishing Attack
- Prevention from Sabotage
- Easy Accessability
- Awareness and Education