Ideation Phase
Empathize & Discover
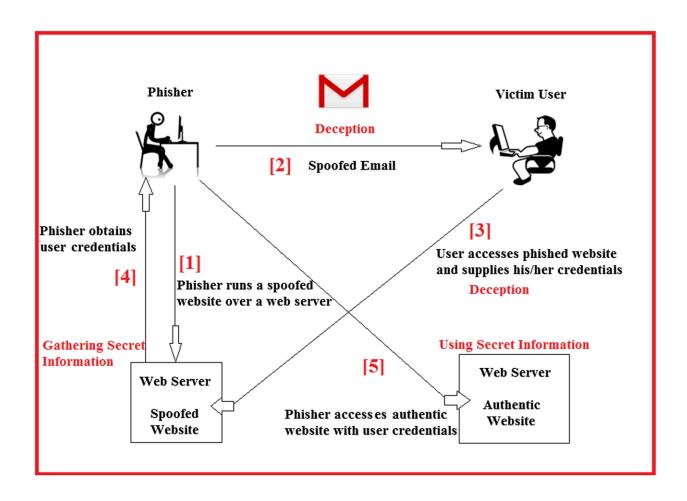
Date	19 September 2022
Team ID	PNT2022TMID51534
Project Name	Web phishing Detection
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

What are the thoughts about this project?	What is the purpose?
- Phishing offenses are increasing, resulting in billions of dollars in loss - The Software-as-a-Service (SaaS) and webmail sites are the most common targets of phishing - - Attackers can steal the victims private info and can also spread other types of malware	- Experts can identify fake websites but not all the users can identify the fake website and such users become the victim of phishing attack - To create user awareness about phishing attacks

WEB PHISHING DETECTION

What are the existing solutions?	What is the proposed solution?
- Techniques based on blacklists/whitelists - Techniques based on natural language processing - Techniques based on visual similarity - Techniques based on rules of URL	- Machine learning based techniques wher a classification model is trained using various heuristic features - Heuristic features are URL, webpage content, website traffic, search engine, WHOIS record, and Page Rank

PAIN	GAIN
- The heuristic features are not warranted to present in all phishing websites and might also present in the benign websites, which may cause a classification error - Some of the heuristic features are hard to access and third-party dependent - Services may inaccurately identify the new benign website as a phishing site due to the lack of domain age	- Real-time detection - High detection efficiency - Target independent - Third-party independent - Light-weight technique