Ideation Phase
Brainstorm & Idea Prioritization Template

Date	28 April 2023
Team ID	NM2023TMID01937
Project Name	Project – Audit AI: A Machine Learning for Detecting Fraud in Audit Data
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.

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.

Reference:
https://app.mural.co/t/auditaiibm4517/m/auditaiibm4517/1682816643232/850ca275d9fd5f53c216306f3d573caa19695f63?sender=u1f347ebc11e76f570f911985

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

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.)

Sticky notes on grid:
- Option to customize fraud detection parameters
- provide better personalized services
- Detailed audit reports.
- Increased accuracy and efficiency
- Propose the use of interactive dashboards
- User-friendly kiosk application
- Online documentation or tutorials
- address vulnerabilities before they become major problems
- provide better understanding
- data visualization techniques to help auditors better understand
- Discuss of customer support team with a try assistance with any issues or queries
- suggest ways to improve the navigation and layout

→

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 →

💬 Share template feedback