

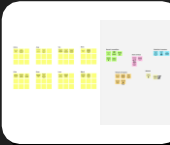


# Brainstorm & idea prioritization

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



Need some inspiration?  
See a finished version of the template to kickstart your work.  
[Open example](#)



## 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

Phishing is a major problem, which uses both social engineering and technical deception to get user's important information such as financial data, emails, and other private information.

5 minutes

**PROBLEM**  
How might we find the phishing websites?



### Key rules of brainstorming

To run a smooth and productive session

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



## Brainstorm

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

10 minutes

### Balasubramanian R

- Detecting duplicate websites
- Frequently change your password and provide strong password
- Any classification algorithm can be used for prediction
- Storing the predicated results in cloud

### Abitha C

- Avoid clicking the unknown URL
- Avoid clicking spam mails
- Undersampling or oversampling can be carried out
- Mostly avoid HTTP websites and use HTTPS websites

### Iyyappan P

- Live monitorization in detection
- Creating database for storing infected websites
- Use of custom ensemble technique
- Enhancing the security algorithms

### Sathya Prabha M

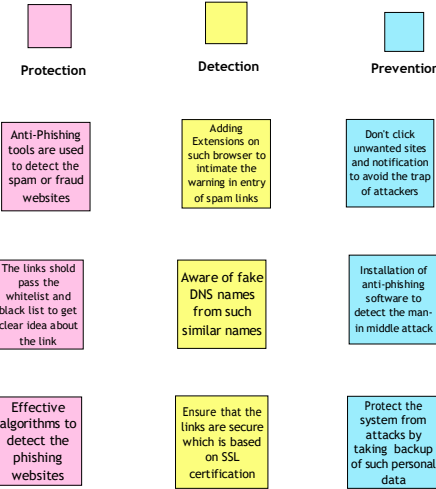
- Identify anomalies
- Improving RNN classification
- Do not link your account details for third-party apps & websites
- Maintain and secure your's credit & debit cards details



## 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.

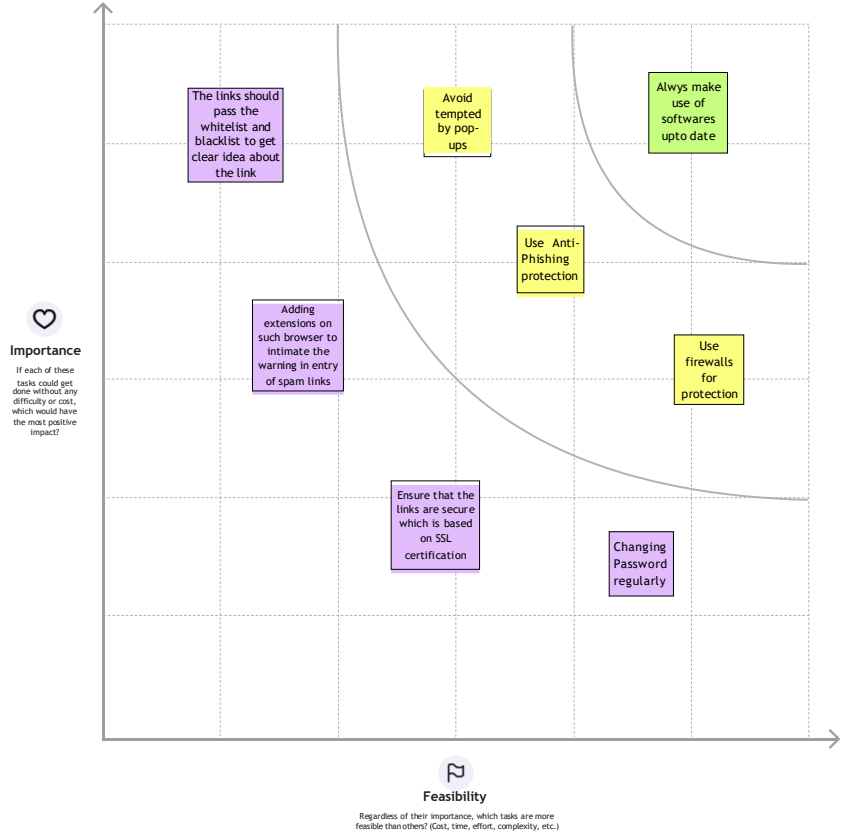
20 minutes



## 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

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- 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](#)