


Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 September 2022
Team ID	PNT2022TMID52841
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

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

Template



Brainstorm & idea prioritization

Web Phishing Detection

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended

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➔ 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

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#) ➔

1 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

1. How might we find fraudulent websites from the legitimate websites?
2. How might we help the user to protect themselves from the scam?
3. How might we improve the security features of the website?
4. How might we distinguish the fake and trusted websites automatically without human intervention?
5. How might we protect the personal information from web phishing?
6. How might we help the organization by securing their customer's data?

Key rules of brainstorming

To run a smooth and productive session

⌚ Stay in topic.


⌚ Defer judgment.

🗣️ Go for volume.

💡 Encourage wild ideas.

👂 Listen to others.

👁️ If possible, be visual.



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

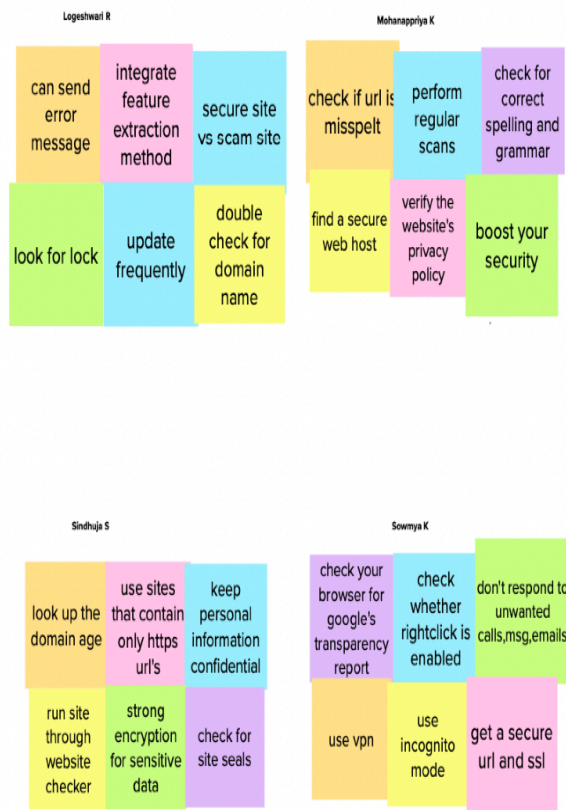
2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



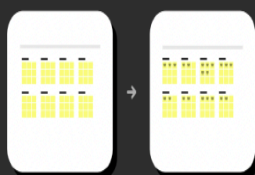
3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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

