

IDEATION PHASE

Brainstorm & Idea Prioritization Template

Date	28 September 2022
Team ID	PNT2022TMID16590
Project Title	Web Phishing Detection
Maximum mark	4 Marks

Brainstorm & Idea Prioritization :

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



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](#) →

Team ID : PNT2022TMID16590

Team Lead :

Sripathi C

Team members :

Sanjay K

Sanjay S

Venkatesan B



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

Phishing is a type of fraud in which the perpetrator sends emails or uses other communication channels to pose as a trustworthy entity or person in an effort to get sensitive information, such as login passwords or account information. In order to detect this kind of fraud activity we need a solution



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.

2

Brainstorm

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

10 minutes

TIP
You can select sticky notes and move them around to create a mind map or cluster.

KALLEDA MANOJ KUMAR

Trustability
based on
users

Comfortable
interface

Clustering
Algorithm

Cross
platform
Usability

RAYALA VIJAY SAGAR

FAQ tab

Quick
results

Classification
Algorithm

Lesser
processing
power/memory
req

KOTA HARI SRI RAGHAVENDRA

Simple and
stylish
UI

support
service

Classification
Algorithm

web
extension
add-on

NAVEEN R

highly
foolproof

No ads or
cookies

User
feedback
option

Clustering
Algorithm



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 larger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



TIP
Ask users to group sticky notes to create clusters related to themes, to groups, and categories. You can then use these categories to create a mind map.

UI

Minimal UI

Detailed
Interface

user
friendly

Technologies Used

Machine
Learning

Web
Application
Development

Database

SECURITY

User privacy

Encrypted

Ad and cookies
free

Fully
transparent
process

Additional Functionalities

Bug and
inaccurate
detection
report option

User support

Feedback
after use

FAQ
with
simplified
explanations

ALGORITHM

Clustering
Algorithm

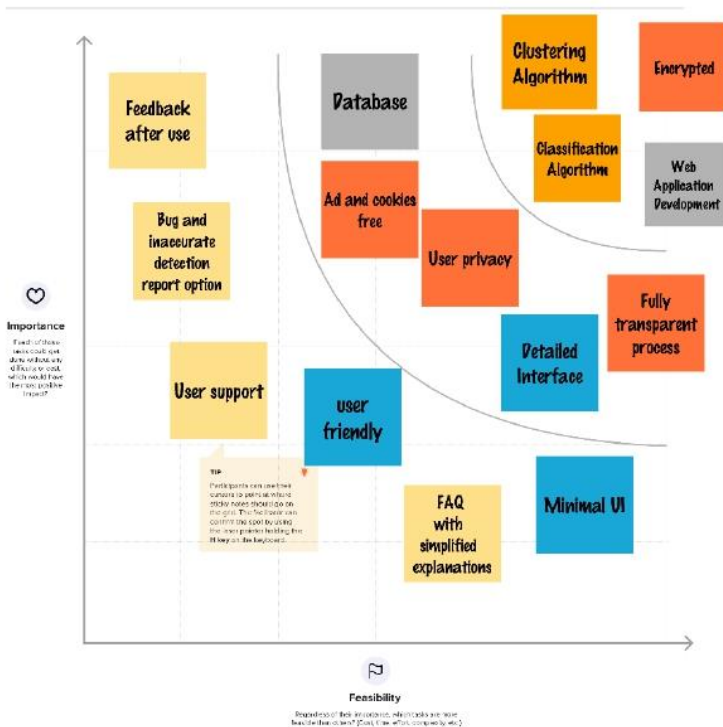
Classification
Algorithm

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



5

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 emotions for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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