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

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

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**

> The problem statement aims at detecting phishing websites based on some important characteristics like URL and domain identity, and security and encryption criteria in the final phishing detection rate to classify their legitimacy with help of data mining algorithm once a user makes a request to a phishing website.

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.

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!

SNEGHA B & THARANISHKA S
- Website Selection
- Detection in different forms of sources

RUBINI V
- Approaches in machine learning algorithms
- Web Application development

- Collection of Datasets
- Live monitorization in detection

- Training and testing the modules
- Database for storing infected websites

SNEHA DHARSHINI U
- Detecting duplicate websites
- Evaluation and validating results

- Improving RNN Classification
- Storing the predicted results in cloud

VARSHINI RAMESH
- Implementation of Agile Methodologies
- Undergoing Multiple tests in different unlabelled datasets

- Enhancing the security Algorithms
- Deploying the model in Web and cloud

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 and break it up into smaller sub-groups.

🕐 **20 minutes**

> Detection using scripts by accomplishing different kinds of algorithms (C++)
>
> Detection using Android Application by giving raw data from affected users IP address.

> Detection using different ML algorithms like Random forest , decision tree algorithms

> Develop the Optimized UI/UX framework using Figma templates
>
> Using enhanced cloud technology for identifying the issues.

> Improving the security level in AAA configuration

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?

- Enhancing UI Design
- Receiving feedback from infected websites
- Develop Web Application
- Provide Continuous Support using chatbot
- Notifies the infectious website
- Uploading the required data to the cloud
- Using cloud technology to provide improved Authentication
- Deploying the model in every handheld users

🚩 **Feasibility**
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

> **TIP**
> Participants can see their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

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

Need some inspiration?
See a finished version of this template to start drawing!
Open example