

# IDEATION PHASE

## Brainstorm & Idea Prioritization Template

Date	28 September 2022
Team ID	PNT2022TMID10436
Project Tittle	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 Leader:** Sivanesan

**Team member:** Russel

**Team member:** Mohammed Nishad

**Team member:** Pranav



#### 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 an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

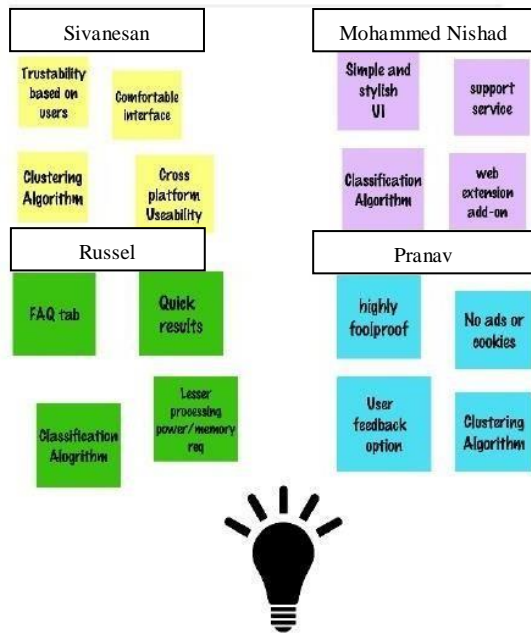
2

## Brainstorm

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

10 minutes

Tip: You can submit sticky notes and fix the exact color of your sticky notes during the brainstorming.

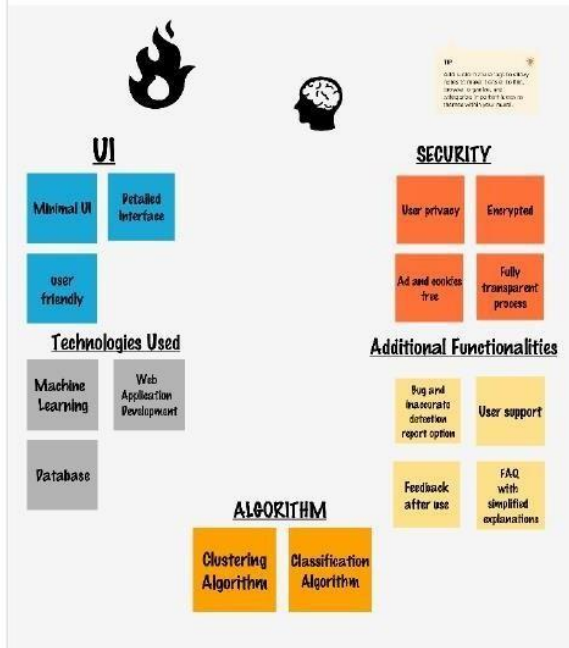


3

## 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 'look, if a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.'

20 minutes

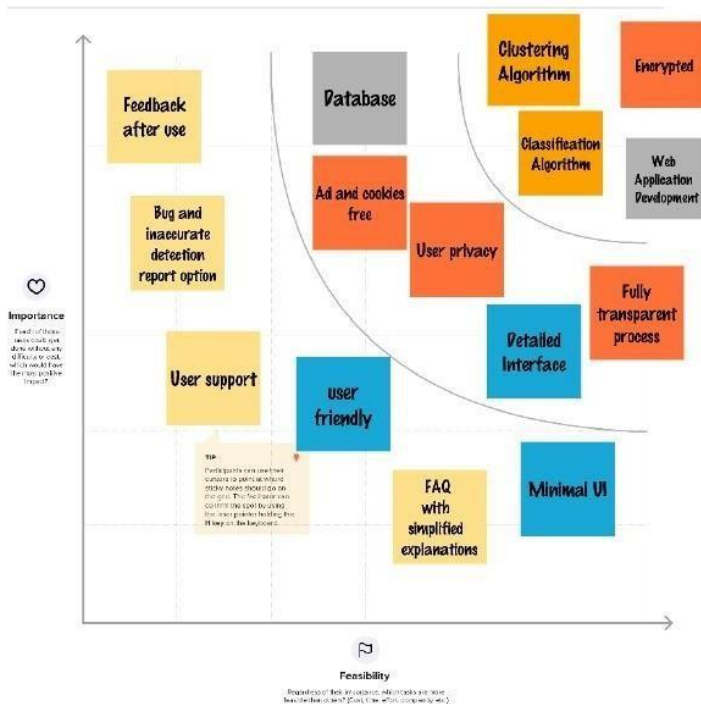


4

## 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:** There is a share link to the mural and a share button 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 reactions 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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