

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID42499
Project Name	Web Phishing Detection
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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.

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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

Template

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

PROBLEM

How to determine the best set of features to be used for phishing detection?
How do I select the best algorithm out of many?
How to enhance the performance of the algorithm that is been selected?
How to overcome the false negative problem?

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.

🗨️ Share template feedback

2 Brainstorm

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

🕒 10 minutes

Person 1

Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement

Person 2

Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement

Person 3

Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement

Person 4

Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement
Identify the problem statement	Identify the problem statement	Identify the problem statement

Person 5

Person 6

Person 7

Person 8

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

```

graph TD
    A[Use of Ensemble learning technique] --> B[Identify patterns]
    A --> C[More features can be extracted]
    C --> D[Use of Custom Ensemble technique]
    D --> E[Game based training to predict mock emails]
    E --> B
  
```

TIP Add as many sticky notes to sticky notes as you want to use to break, connect, organize, and categorize important ideas to share with your group or class.

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

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

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

Identify patterns

Use of Custom Ensemble techniques

use of custom Ensemble technique

More feature extraction process can be carried out

Game based training

TIP

Participants can use 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.