

1

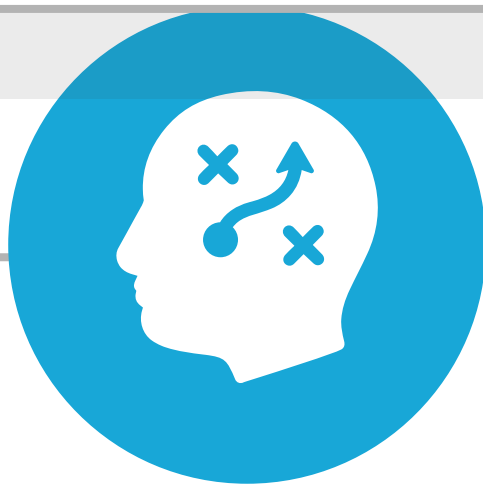
Define your problem statement

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

Phishing is a type of fraud in which the perpetrator sends emails or other communications claiming to be from a respectable company or individual in an attempt to get sensitive information like login passwords or account information from respective users. The intention is to get the users to reveal their financial information, system credentials or other sensitive data.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



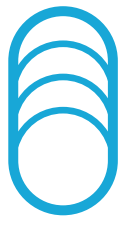
Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.