

IDEATION PHASE

Brainstorm & Idea Prioritization Template

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|---------------|------------------------|
| Date | 25 September 2022 |
| Team ID | PNT2022TMID40994 |
| 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

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

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

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 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

Write down every idea that comes to mind, no matter how silly or outrageous it may seem. The goal is to generate as many ideas as possible.

KALLEDA MANOJ KUMAR

Trustability
based on
usersComfortable
interfaceClustering
AlgorithmCross
platform
Usability

RAYALA VIJAY SAGAR

FAQ tab

Quick
resultsClassification
AlgorithmLesser
processing
power/memory
req

KOTA HARI SRI RAGHAVENDRA

Simple and
stylish
UIsupport
serviceClassification
Algorithmweb
extension
add-on

NAVEEN R

highly
foolproofNo ads or
cookiesUser
feedback
optionClustering
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 bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



TIP

Write down every idea that comes to mind, no matter how silly or outrageous it may seem. The goal is to generate as many ideas as possible.

UI

Minimal UI

Detailed
Interfaceuser
friendly

Technologies Used

Machine
LearningWeb
Application
Development

Database

SECURITY

User privacy

Encrypted

Ad and cookies
freeFully
transparent
process

Additional Functionalities

Bug and
inaccurate
detection
report option

User support

Feedback
after useFAQ
with
simplified
explanations

ALGORITHM

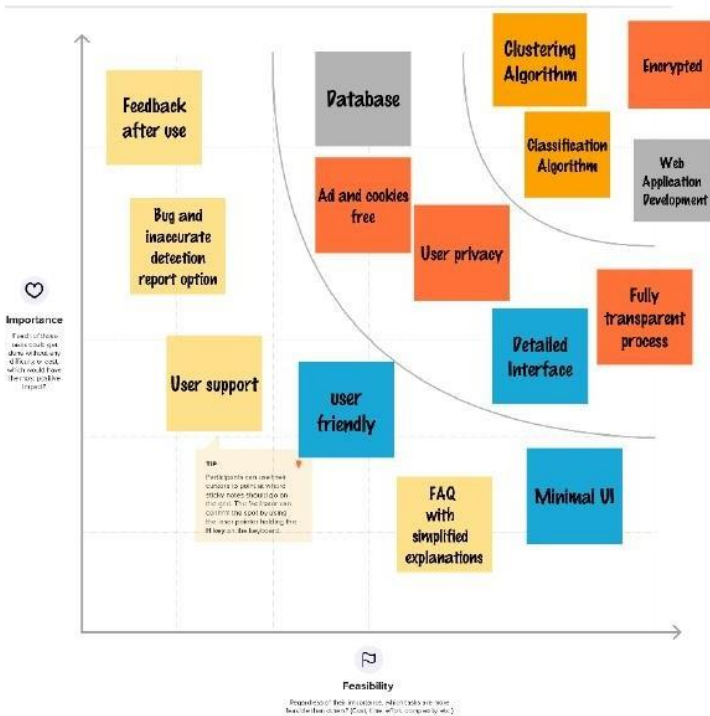
Clustering
AlgorithmClassification
Algorithm

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

- 1 **Share the mural**
Share a share link to the mural with stakeholders to keep them in the loop about the outcome of the session.
- 2 **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in a doc, or save in your drive.

Keep moving forward

- 1 **Strategy blueprint**
Define the components of a new idea or strategy.
Open the template →
- 2 **Customer experience journey map**
Understand customer needs, expectations, and emotions for an experience.
Open the template →
- 3 **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback