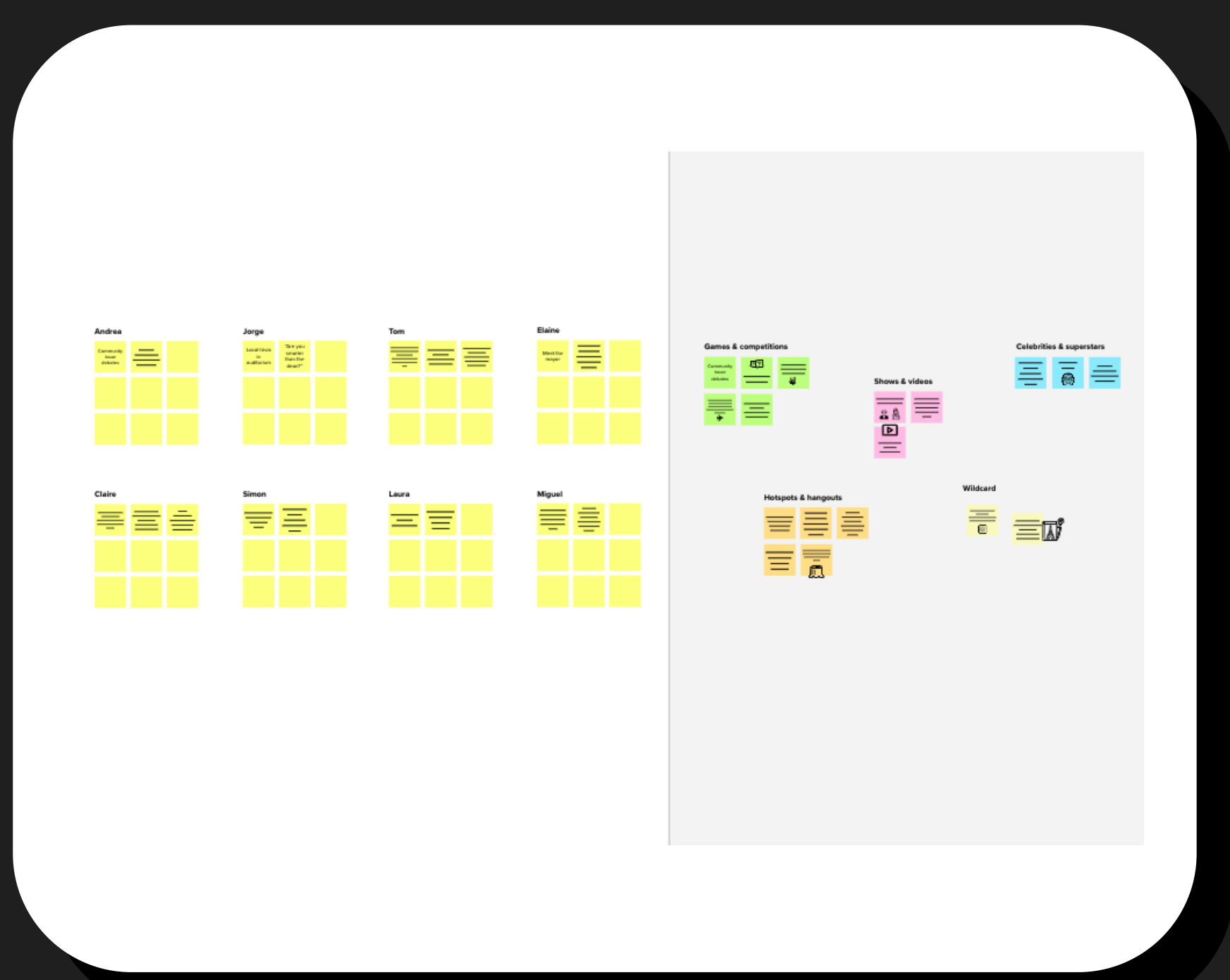


# Brainstorm & idea prioritization

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

 **Share template feedback**



## Need some inspiration?

See a finished version  
of this template to  
kickstart your work.

**Open example** →



# 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](#) →

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

How might we [your problem statement]?



## 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.

# 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!

## Jeevitha V

Classify Website	User	Phishing Classifier
Exclusive Clustering	Phishing Label	URL Features
Data Preprocessing	Dynamic Feature Extraction	User Awareness

## Sangeetha A

Type your text

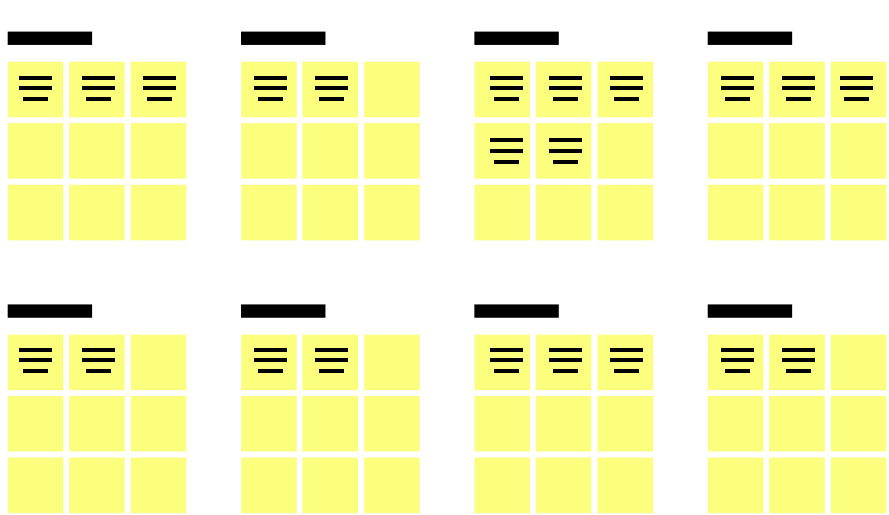
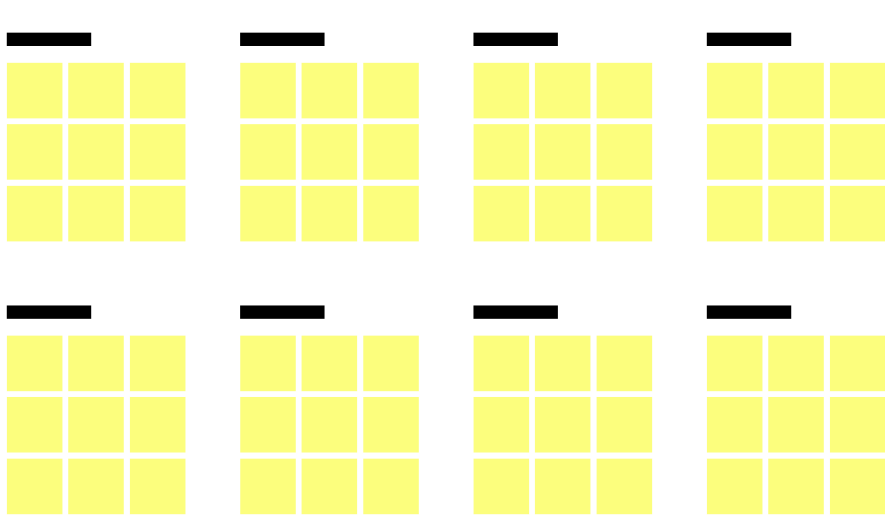
Software Detection	Heuristics	Machine Learning Based System
Blacklist Based Techniques	Training Sample	RF Classifier
Testing Sample	Image Analysis	Source Code

## Narmatha T

Text Analysis	Visual Content Similarity	User Website Rating
Domain Popularity	Email Spoofing	Malware Phishing
Phishing Website Dataset	Build Fake Website	Initial Phishing Data

## Rajasri K

Detection & Warning	Search Engine	Trusted Website
Phishing Alert	Different Website	Phishing Prevention
Decision Tree	Collection Of Websites	Parameter Tuning





Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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

GROUP  
IDEA

Predict good  
accuracy


Performing  
Data  
Visualization,

Integrate  
Flask With  
Scoring End  
Point

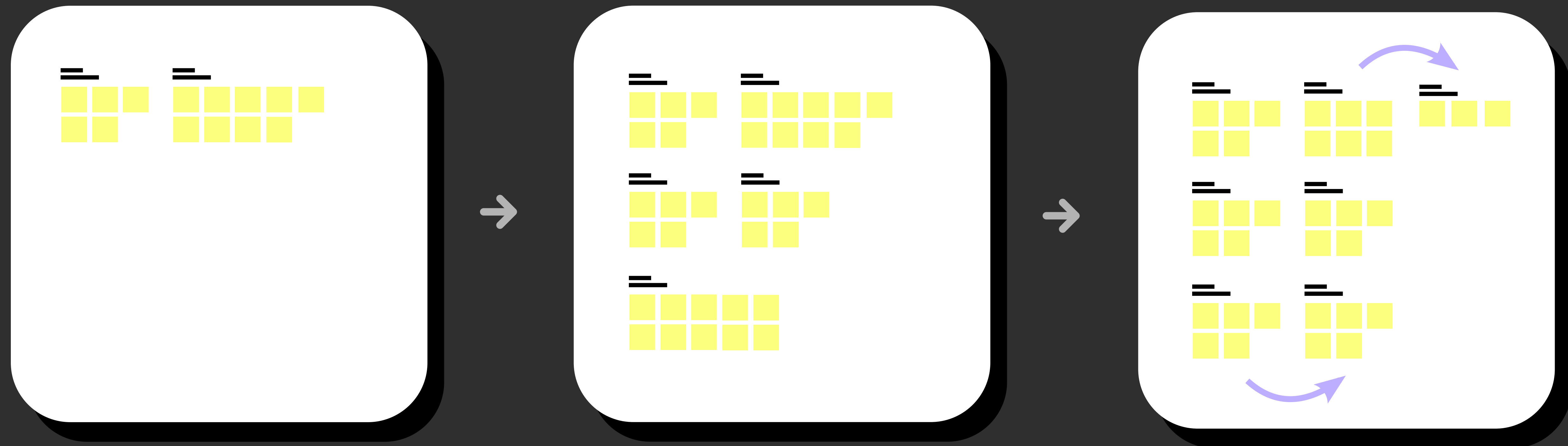
Spoofing  
Website Text  
and Images

Using  
Machine  
Learning  
Techniques

Finding The  
Known and  
Unknown  
Attacks

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



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

IDEA PRIORITIZATION

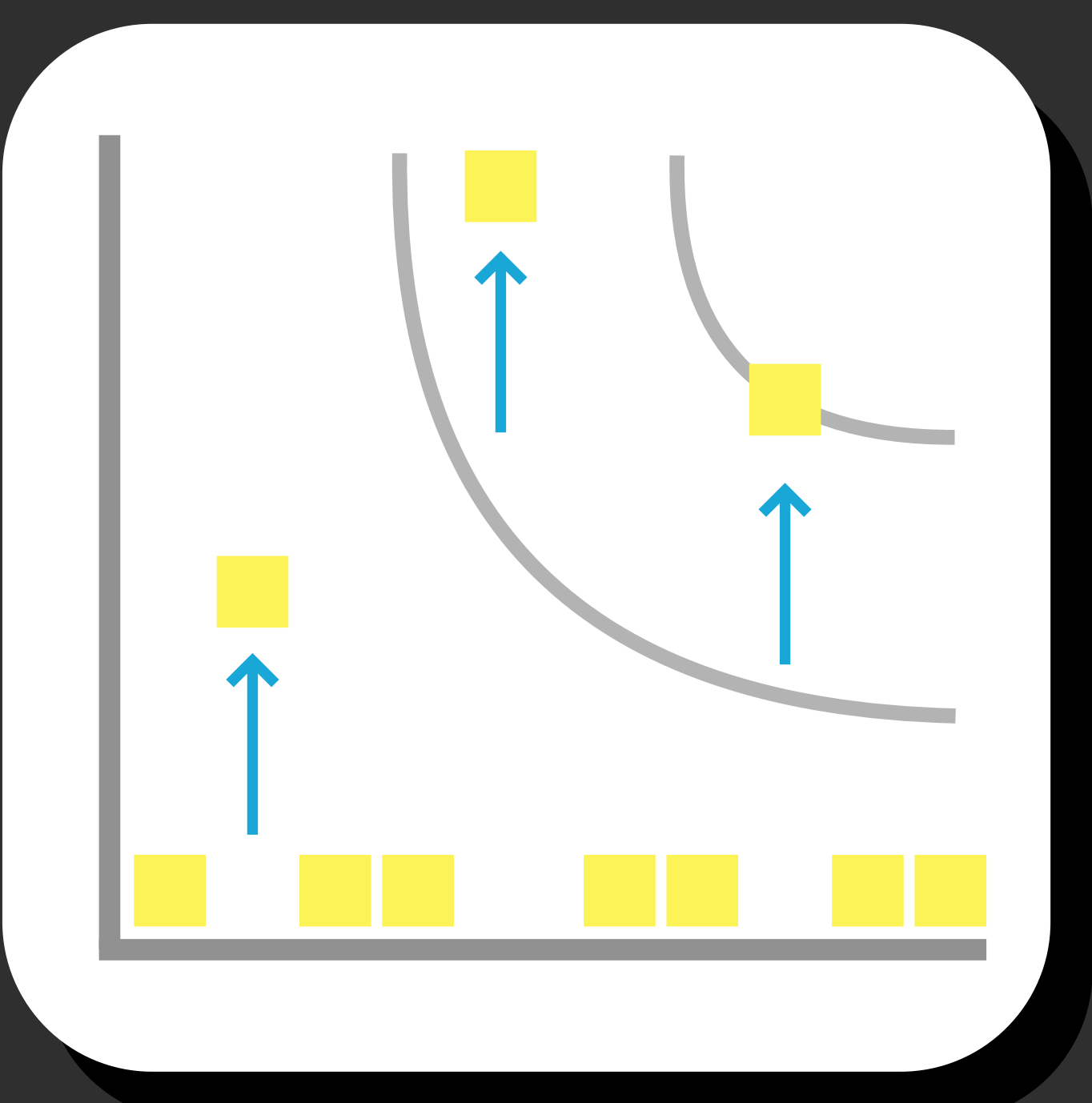
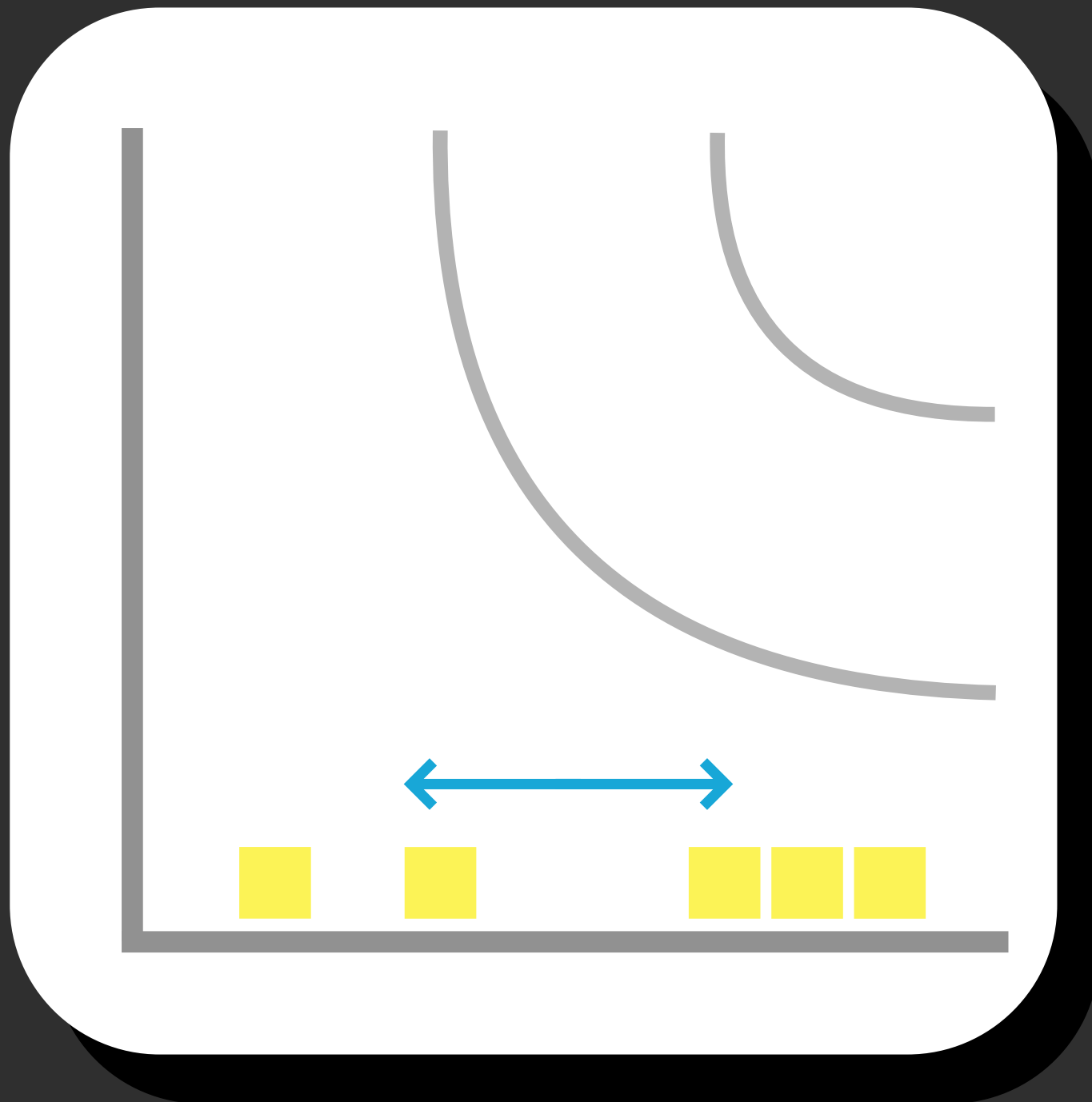
Improving  
the  
Performance

Securing  
The User  
Data

Web  
Phishing  
Detection

Building an  
Application  
to integrate  
the model

e-banking  
websites are  
protected  
From  
Hackers





# 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

- A

**Share the mural**  
**Share a view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B

**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 →](#)

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[Share template feedback](#)