

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	15 March 2023
Team ID	NM2023TMID16378
Project Name	Optimizing spam filtering with machine learning
Maximum Marks	5 Marks

#### Brainstorm & Idea Prioritization Template:

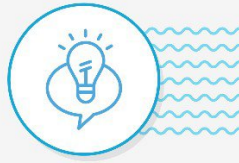
During this activity, our team members gathered and discussed various ideas to solve our project problem. Each member contributed six to ten ideas. After gathering all ideas, we assessed the impacts and feasibility of each point.

Finally, we have assigned priority for each point based on these impact values.

#### **Step 1 Team Gathering, Collaboration and Select the Problem Statement**

#### **Step 2 Brain Storm, Idea Listing and Grouping**

#### **Step 3 Idea Prioritization**

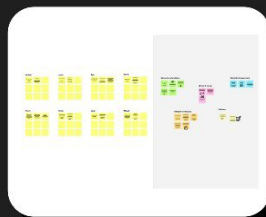


## Brainstorm & idea prioritization

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

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### 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 [Optimizing  
spam filtering with  
machine learning]?



### 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!

#### Neelambigai

is used to detect unwanted vulnerable emails	to make false claims and links incoming into building something that will harm	to prevent spam email messages from reaching the user's inbox
preparing a efficient, accessible software for spam filtering	however, a business email system without spam filtering is highly vulnerable if not available	spam filters try to advertise and sell dubious products
spam results are almost always commercial and often try to influence market		

#### Govarthini

The system should also have an input to user interface and be easy to access and usable	Integrate with existing systems and database	The system should be able to handle a high volume of messages
Protect customers from unwanted or harmful messages	Comply with industry regulations and best practices regarding spam filtering	Protect customers from unwanted or harmful messages

#### Charmila

spam protection is also for making the user aware of the level of risk associated with the email content	The volume of incoming emails is high, so the system should be able to handle a high volume of messages	describe the performance measures for evaluating the effectiveness of spam filtering
A proper message content analysis is required to detect spam emails	The configuration of existing machine learning techniques used in spam filtering	The effectiveness of machine learning techniques in detecting spam emails

#### Hemalatha

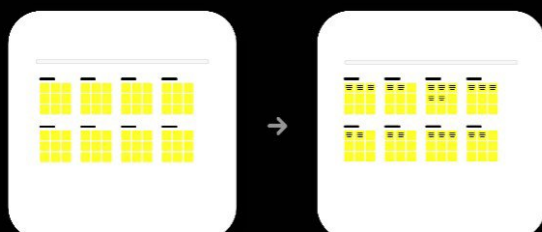
The system should be able to handle a high volume of messages	It can help protect their customers and improve their reputation	retain images, processing, etc. for spam email distribution
Spam filters are not always accurate and can be bypassed by attackers	Spam filters are not always accurate and can be bypassed by attackers	Spam filters are not always accurate and can be bypassed by attackers

#### 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. 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

### TIP

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



## ize

Team should all be on the same page about what's important forward. Place your ideas on this grid to determine which are important and which are feasible.

Notes

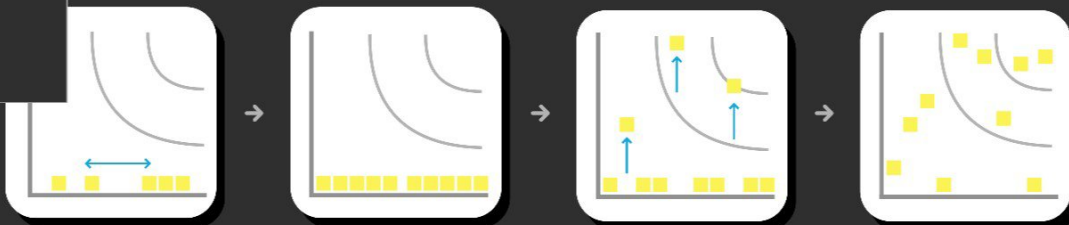
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## Feasibility

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





## 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.

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### 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.

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### 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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