Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS89328
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template

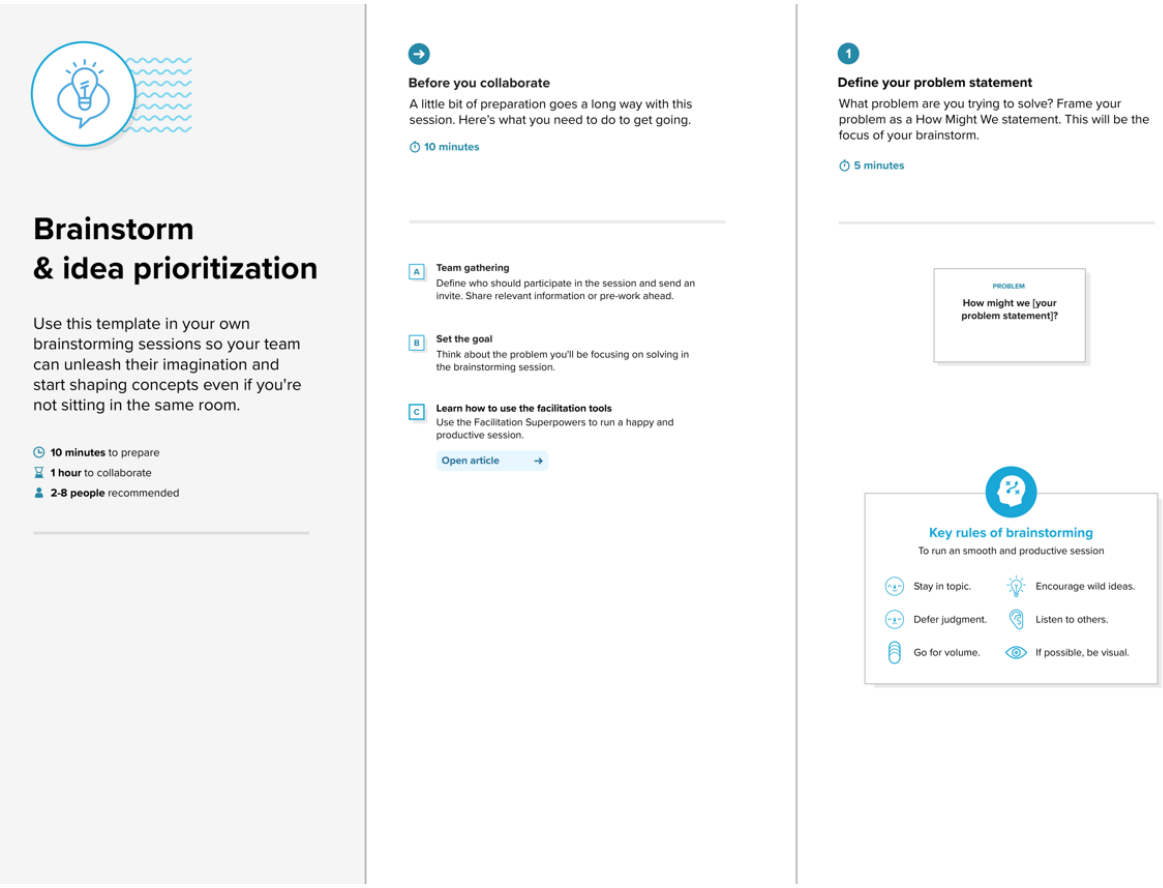
Brainstorming creates an open and collaborative environment where every team member can freely share ideas and contribute to solving a problem. The focus is on generating a large number of ideas without immediate judgment, encouraging creativity and innovative thinking. Even unconventional or bold ideas are welcomed and can be refined through group discussion.

Idea prioritization helps the team evaluate and select the most feasible and impactful solutions from the generated ideas. By organizing and analyzing options, teams can identify which concepts align best with project goals and constraints.

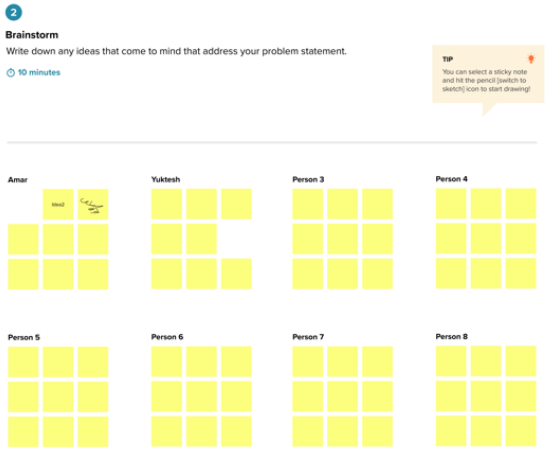
This template can be used during brainstorming sessions to stimulate creativity, improve collaboration, and transform raw ideas into structured concepts — even when team members are working remotely.

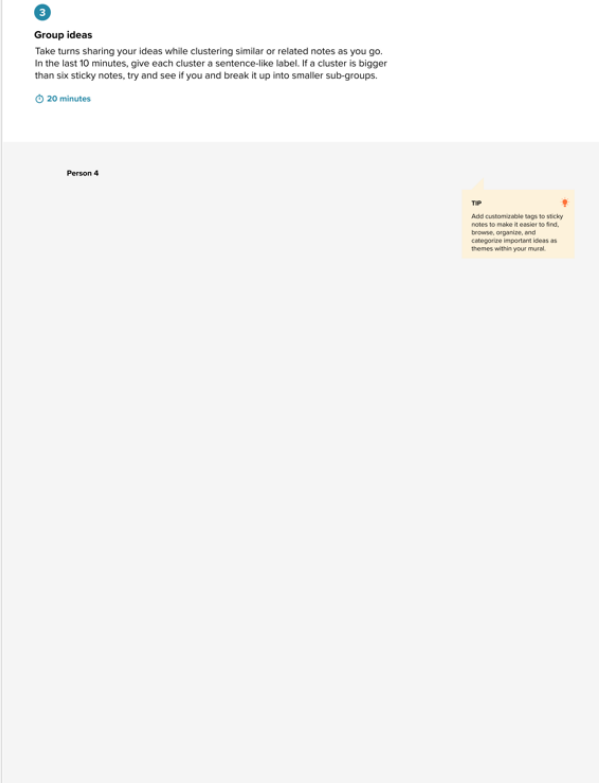
Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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



Step-2: Brainstorm, Idea Listing and Grouping





Step-3: Idea Prioritization

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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.)