

## 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

The screenshot displays the Mural Brainstorm & Idea Prioritization template. It is divided into three main vertical sections:

- Brainstorm & idea prioritization:** This section includes a lightbulb icon, a brief description of the template's purpose, and preparation details:
  - 10 minutes to prepare
  - 1 hour to collaborate
  - 2-8 people recommended
- Before you collaborate:** This section contains a step-by-step guide:
  - Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
  - Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
  - Learn how to use the facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.A "Open article" button is located at the bottom of this section.
- Define your problem statement:** This section includes a "PROBLEM" box labeled "How might we [your problem statement]?", a "Key rules of brainstorming" summary, and a list of six rules with corresponding icons:
  - Stay in topic.
  - Defer judgment.
  - Go for volume.
  - Encourage wild ideas.
  - Listen to others.
  - If possible, be visual.

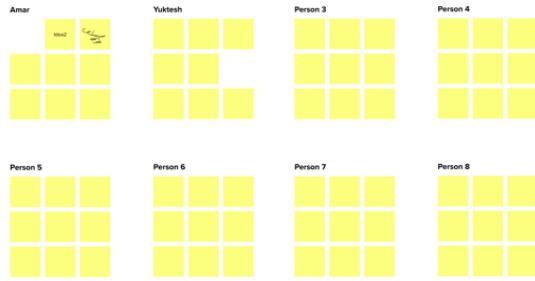
## Step-2: Brainstorm, Idea Listing and Grouping

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes



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 sticky-note-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

Person 4

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

## Step-3: Idea Prioritization



### 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

