

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS42143
Project Name	online payments fraud detection using machine learning
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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.

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.

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

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

The screenshot shows the 'Brainstorm & idea prioritization' template. It includes a sidebar with preparation steps and a main area for defining the problem statement.

Before you collaborate: A lightbulb icon. A note: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." Time: 10 minutes.

Define your problem statement: A person icon. A note: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." Time: 5 minutes.

Team gathering: A person icon. Note: "Define who should participate in the session and send an invite. Store relevant information or pre-work ahead." Time: 10 minutes.

Set the goal: A person icon. Note: "Think about the problem you'll be focusing on solving in the brainstorming session." Time: 5 minutes.

Learn how to use the facilitation tools: A person icon. Note: "Use the Facilitation Sidebar to run a happy and productive session." Time: 5 minutes.

Key rules of brainstorming: A person icon. Note: "To run an smooth and productive session." Rules: Stay on topic, Encourage wild ideas, Define judgment, Listen to others, Go for volume, If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1 Brainstorm

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

⌚ 30 minutes

TOP TIP
Take notes in a single column, you can always go back and draw arrows between ideas later.

Person 1 Person 2 Person 3 Person 4
Person 5 Person 6 Person 7 Person 8

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes. If you go in the last 10 minutes, give each cluster a sentence-line label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 30 minutes

TOP TIP
Add importance tags to ideas based on impact to users, how feasible they are, and how much effort it would take to implement them.

Person 9

Step-3: Idea Prioritization

