

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS41276
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



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
- 3-8 people recommended

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

- 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 Superpower to run a happy and productive session.

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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

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.

Step-2: Brainstorm, Idea Listing and Grouping

3 Brainstorm

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

30 minutes

Tip
You can work in a small group and write ideas on sticky notes.

4 Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. In the end 10 minutes, 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 another sub-group.

30 minutes

Tip
Add sub-headers to help you group ideas. You can use a small box to write sub-headers, and then use a larger box to write ideas. This will help you group ideas.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Step-3: Idea Prioritization

5 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.

30 minutes

Importance
Which of these ideas would get the most attention from the stakeholders involved?

Feasibility
Which of these ideas would be easiest to implement, given the resources available?

Tip
Ideas that are high on both importance and feasibility are the most promising. If you have a lot of ideas, you can use this grid to prioritize them. If you have a few ideas, you can use this grid to see which one is the most promising.