

## 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




### 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


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 **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.

[Open guide](#)

 **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


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Question


How might we (your problem statement)?


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 **Key rules of brainstorming**  
To run an smooth and productive session


 Stay on topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 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

**Tip**  
You can select a sticky note and use your finger to move it around the grid.

### 3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the next 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try splitting it up into smaller sub-groups.

20 minutes

**Tip**  
Add a sticky note to each cluster to label it with the first sentence, separate, and compare clusters later on to determine which ones to pursue.

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Person 9

## Step-3: Idea Prioritization

### 4 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 ideas would get done, which one would be most difficult to do and which would have the most positive impact?

**Feasibility**  
Regardless of how important, achievable, or what because it's important (or not), which one(s) do you like best?

**Tip**  
The top-right area is the most desirable. It's where ideas are both important and feasible. The bottom-left area is the least desirable. It's where ideas are neither important nor feasible.