

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

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

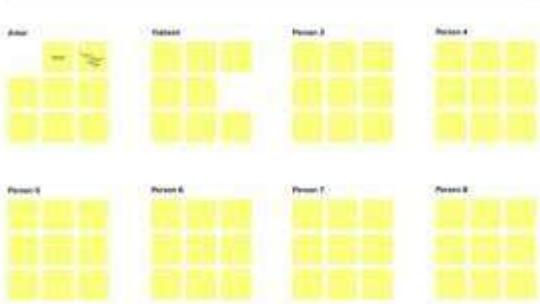
- Before you collaborate:** This section includes a lightbulb icon, a timer indicating 10 minutes, and a brief description: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." It also lists "Team gathering", "Set the goal", and "Learn how to use the facilitation tools". A "Open article" button is present at the bottom.
- Define your problem statement:** This section includes a timer indicating 8 minutes and a box for writing the "How might we (your problem statement)".
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
 - 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

1 Brainstorm

Write down every idea that comes to mind that addresses your problem statement.

⌚ 10 minutes



2 Group Ideas

Take turns sharing your ideas while clustering similar or related ones. If you go in the last 10 minutes, give each cluster a one-word label. If a cluster is bigger than one sticky note, try and break it up into smaller sub-clusters.

⌚ 20 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

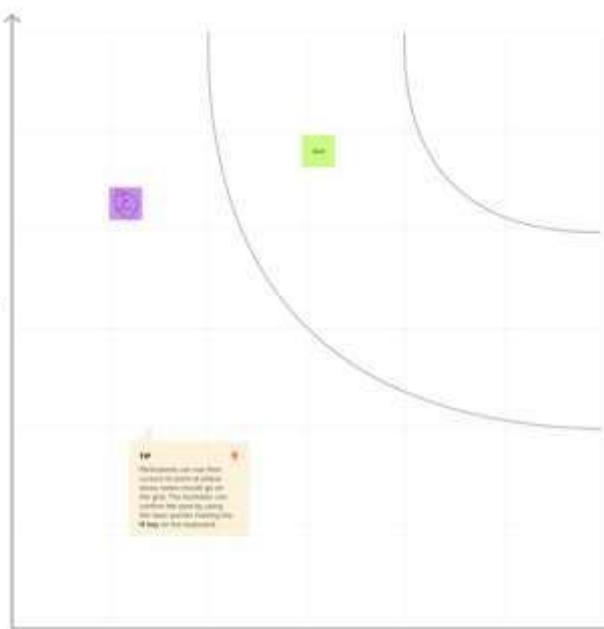
Person 8

Step-3: Idea Prioritization

1 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 implementable and which are feasible.

⌚ 20 minutes



Importance

1. Quick & Easy: Ideas that don't require any additional resources or expertise to implement.

2. Moderate: Ideas that require some resources or expertise to implement.

3. Challenging: Ideas that require significant resources or expertise to implement.

Feasibility

1. Implemented: Ideas that have been successfully implemented.

2. In Progress: Ideas that are currently being worked on.

3. Pending: Ideas that are waiting for resources or approval.

Tip: The importance axis represents how much time and effort will be required to implement the idea. The feasibility axis represents how easy it will be to implement the idea. Ideas in the top-right quadrant are the most promising.