

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 March 2023
Team ID	NM2023TMID18999
Project Name	Optimizing spam filtering With Machine Learning
Maximum Marks	5 Marks

Brainstorm & Idea Prioritization Template:

Under this activity our team members have gathered and discussed various ideas to solve our project problem. Each member contributed 6 to 10 ideas after gathering all ideas we have assessed the impact and feasibility of each point. Finally, we have assigned the priority for each point based on the impact value.

STEP-1: Team Gathering, collaboration and Select the Problem

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

2-8 people recommended

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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

A

Team gathering
 Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal
 Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools
 Use the Facilitation Superpowers to run a happy and productive session.

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

PROBLEM

How might we Optimizing spam filtering with machine learning?

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.

Need some inspiration?

See a finished version of this template to kickstart your work.

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 hit the pencil [switch to sketch] icon to start drawing!

Muniyammal.K

It uses machine learning algorithms	To avoid such spam SMS	Preparing the data sets
Training the duplicate data	Feature extraction Process	Test
Spam mail classification.		

Durga Devi.D

This software accurately identify the spam messages	Easy to maintain.	Effective Cost.
Protects our data from the hackers.	Filtering the fraud logins.	It handles the huge amount of data.

V.Jesi violet

It can help to protect Facebook accounts from unwanted messages.	Email spam clearing using supervised machine Learning techniques.	Prevent those messages from getting in a user's inbox.
Accordingly move to the spam folder and prevents virus.	Anti-Spam	Server

Nisha.K

Natural Language Processing.	Remove the unwanted emails from the primary box to spam.	It acts as a Filter Service.
Detects unsolicited and unwanted email.	Anti-Phishing	DDoS Domain Keys Identified Mail.



3

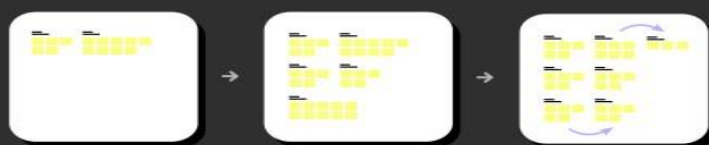
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, 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 smaller sub-groups.

🕒 20 minutes

TIP

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



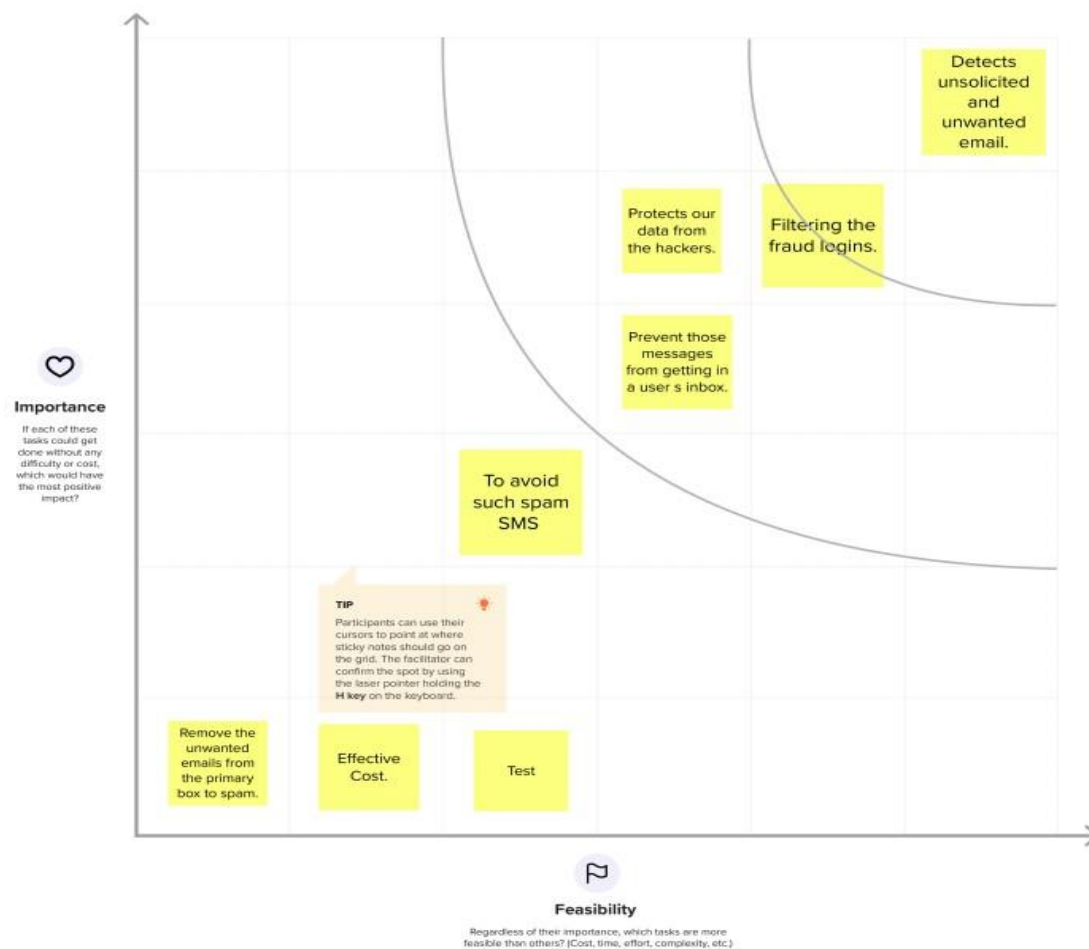
STEP-3: Idea Prioritization

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





After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons



Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)



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