

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS65668
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>

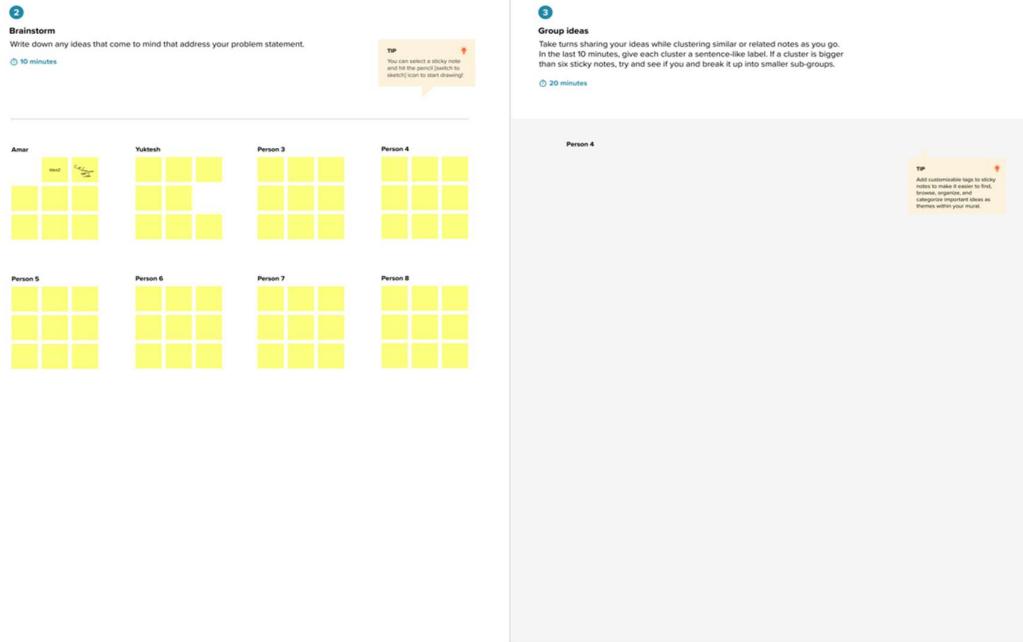
Step-1: Team Gathering, Collaboration and Select the Problem Statement

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

- Before you collaborate:** This section includes a lightbulb icon 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 lists a 10-minute timer and a "Team gathering" step.
- Define your problem statement:** This section includes a "PROBLEM" box with the placeholder "How might we [your problem statement]?" and a 5-minute timer. It lists steps for defining the problem statement and setting the goal.
- Key rules of brainstorming:** This section lists six rules with corresponding icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

At the bottom left, there is a summary of the session duration: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

