

# 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



Need some inspiration?

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

Open example



# 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.

① 10 minutes

## Team gathering

Set the goal

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

Think about the problem you'll be focusing on solving in

# the brainstorming session.

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and

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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**

Utilization of VGG19-based deep learning for the detection and authentication of logos to tackle counterfeit and fraudulent activities. This encompasses training the model for logo differentiation and leveraging it for automated inference, ultimately enhancing brand security and product authenticity.



## Key rules of brainstorming

To run an smooth and productive session





Encourage wild ideas.





Listen to others.



Go for volume.



If possible, be visual.



## Brainstorm

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

① 10 minutes

**IP** 

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Harsh

Develop an advanced logo detection tool with a user-friendly interface, allowing specialists to quickly upload and verify logos.

Create a platform
where consumers can
report and share their
experiences with
counterfeit products,
fostering a community
that
promotes awareness.

Create a mobile app that enables logo authentication specialists to verify logos in real-time using their smartphones, making the process more efficient and accessible

efficient and accessible.

Kunal

We can use CNNs as they are the most popular choice for image-based tasks, including logo detection.
You can train a CNN for binary classification to distinguish between real and fake logos.
Popular CNN architectures like VGG, ResNet, and Inception are commonly used as a starting point.

We can also use Siamese networks which are used for one-shot image recognition task and it's embedded with a pre-trained model that is fine-tuned on a challenging logo dataset.and we get a encoded outputs for each image are afterwards which is compared using a trained metrics and thresholded get defined matches and mismatches. So the proposed approach gives an accuracy of 77.07% under the one-shot constraints in the QMUL-OpenLogo dataset

In our Platform we can categorize the logo in different types like fashion brand logo, different car companies logo, etc and then will study that data and try to find patterns like which brand has most fake logo, which country has the most use of these fake brands and assist the those companies providing the effective counterfeit measures this service will be exclusive for the MNC's only

#### Indu

Handling changes in logos over time as companies update their logos.

Creating models that can identify misuse, even when logos are resized, rotated, or incorporated into new designs

Making models more interpretable and transparent for users that provide clear explanations for their decisions

#### Rueben

Create a web app that can use the R-CNN or Faster R-CNN algorithm to quickly detect any anomalies that are present on the logo when it is uploaded by the user to recognize its authenticity.

Create a tool that utilizes OpenCV technology to detect and understand the authenticity of the logo

Create a fake logo detection feature that can be used by third-party services in order to inspect the logo design elements, whether they are original or imitated.





# 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 and break it up into smaller sub-groups.

① 20 minutes

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

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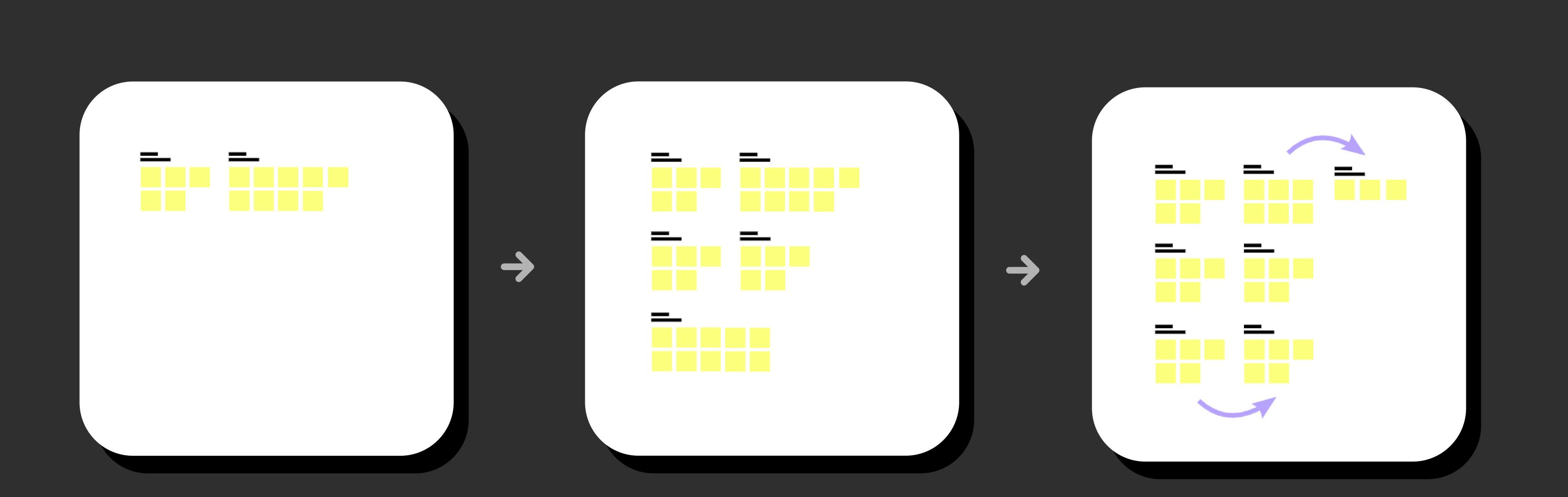
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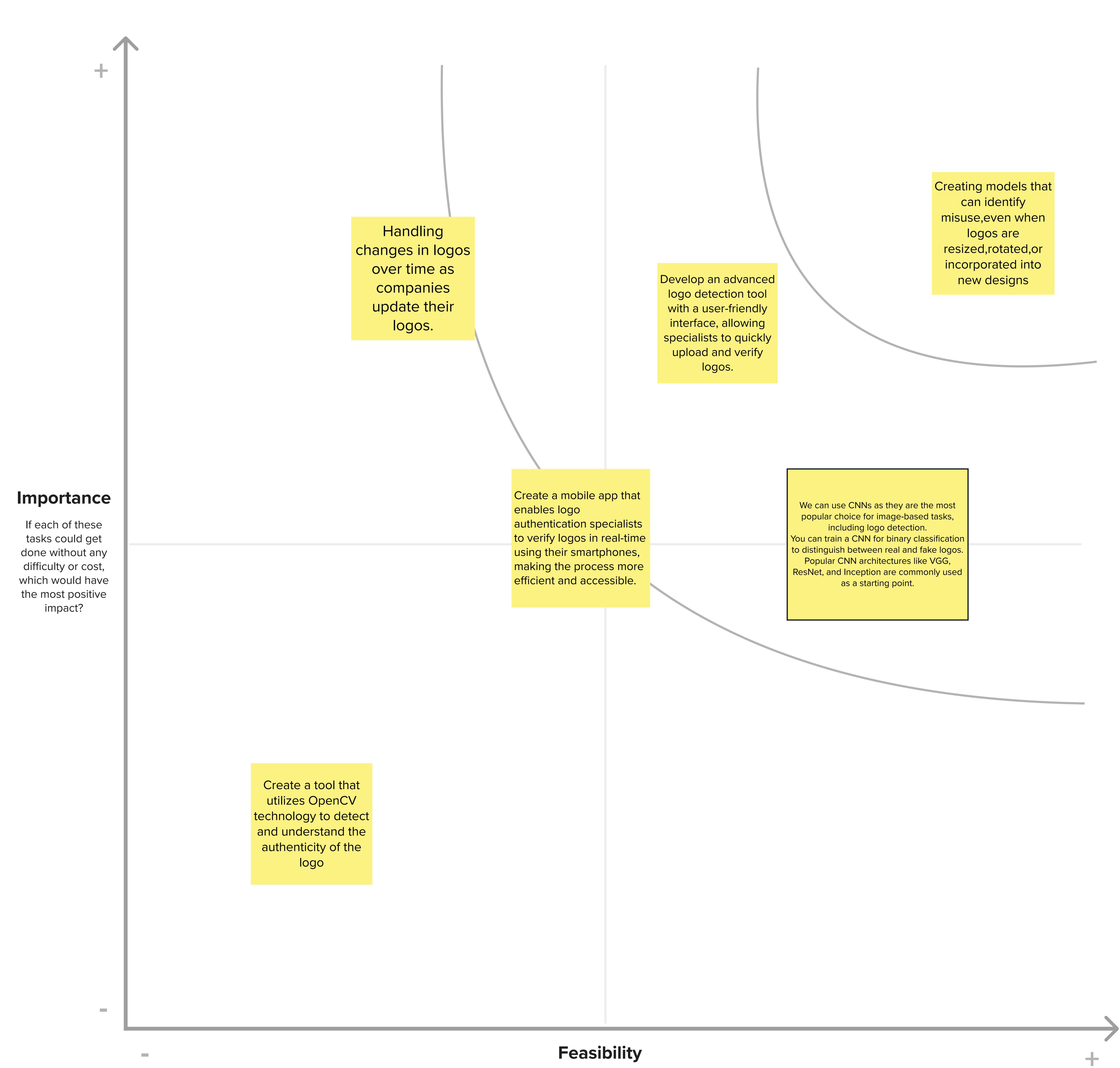
## Prioritize

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.

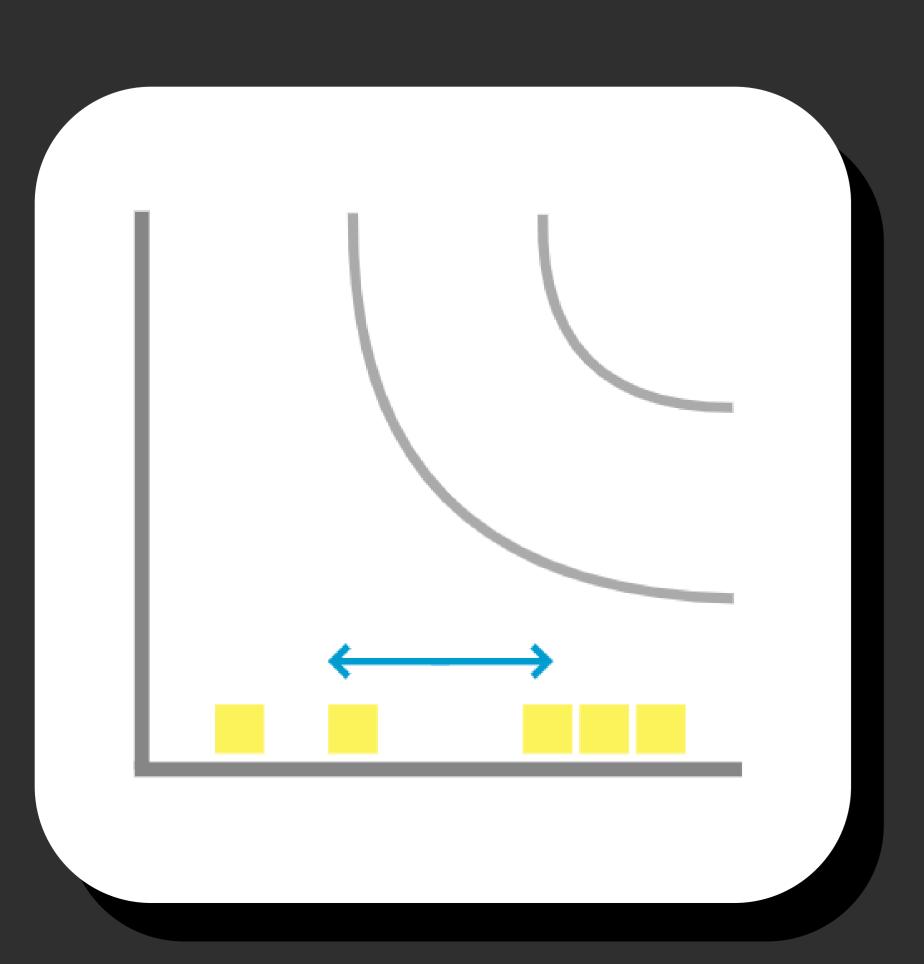
① 20 minutes

#### TIP

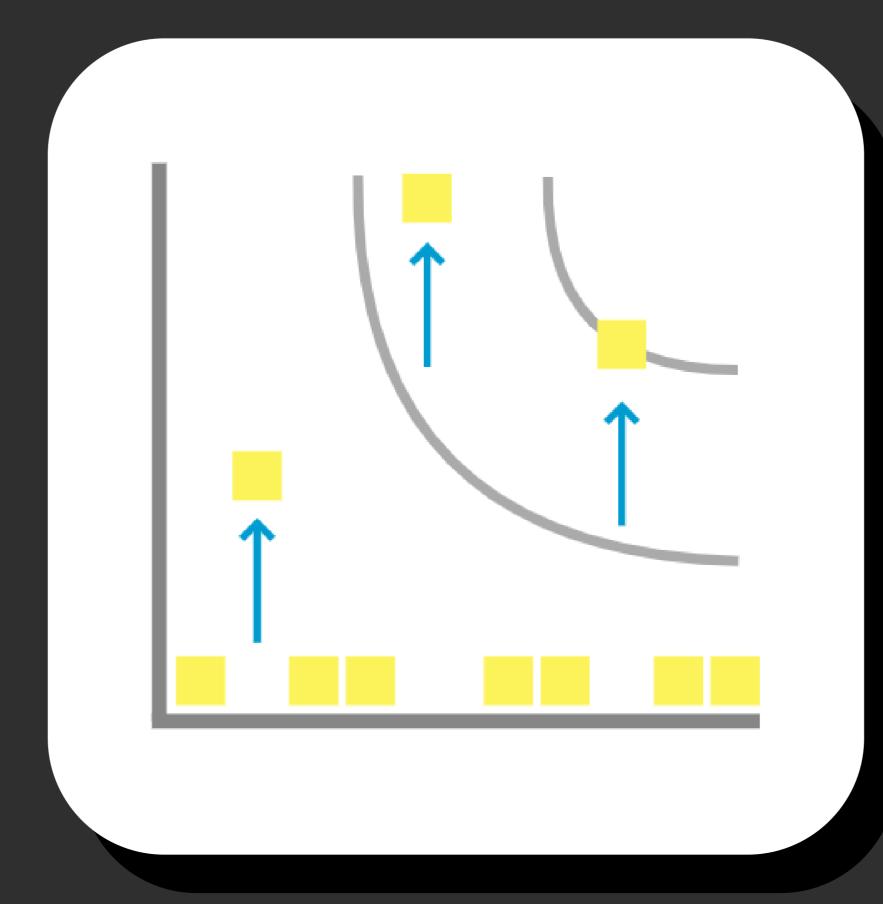
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

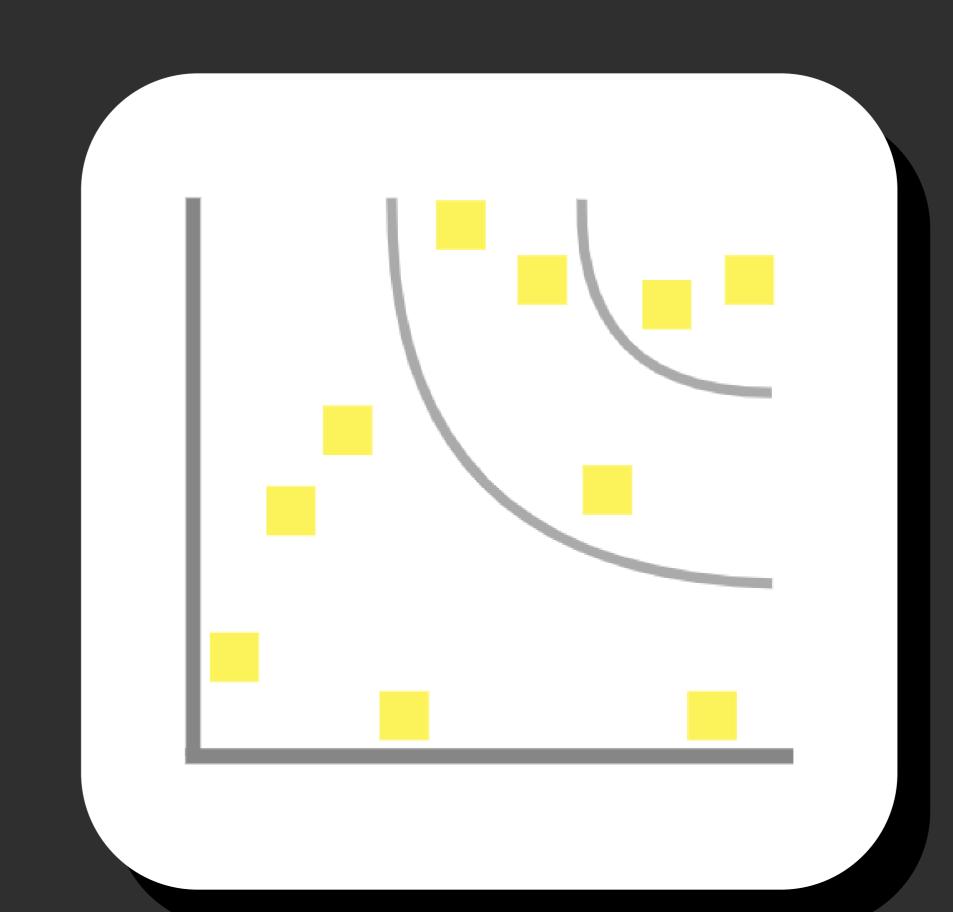


Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)











# 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 →

Share template feedback