

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	18 October 2023
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Project Name	Fake online payment detection
Maximum Marks	5 Marks
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### 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.



## 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





### 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 Superpowers to run a happy and productive session.

[Open article](#) →



### 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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PROBLEM


How might we [your problem statement]?





### Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

## 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 button to sketch or edit it.

Person 1	Person 2	Person 3	Person 4
Design a system that aids individuals in speech rehabilitation by providing visual feedback on their lip movements and pronunciation.	Train the model to adapt and perform well in recognizing speech with various accents and dialects.	Real Time Lip Reading for Classroom Transcription. Develop a system that interprets the speech of a teacher in a classroom, aiding students in understanding and accessibility.	Transfer to new environments. Allow the system to adapt to new environments, allowing for real-time transcription of lectures, seminars, and meetings, even in noisy or challenging acoustic environments.
Customize the model to recognize specialized vocabularies like medical or technical terms, enabling domain-specific applications which can be implemented by custom training.	Customize the model to recognize specialized vocabularies like medical or technical terms, enabling domain-specific applications which can be implemented by custom training.	Enhance the model's robustness to noisy environments, making it effective even in challenging acoustic conditions using noise-reduction techniques.	Utilize lip-reading to identify speakers and associate their speech with specific individuals in a conversation.
Implement transfer learning by utilizing a pre-trained model to improve the performance of the lip reading model.	Extend the system to predict the speaker's emotional state based on lip movements and facial expressions using Emotion analysis models, TensorFlow or PyTorch.	Develop an educational game where users can practice lip reading in a fun and interactive way, receiving feedback on their accuracy.	Extend the project to recognize speech in multiple languages, allowing for real-time and private captioning of lectures, seminars, and meetings using APIs like TensorFlow or PyTorch.
	Apply lip reading to assist medical professionals in understanding patients who have difficulty speaking due to medical conditions.		Create a tool to generate synthetic lip reading datasets, simulating different speaking styles, environments, and lighting conditions.

## Step-3: Idea Prioritization

## 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

**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.

