

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	Team-593148
Project Name	Fake/Real Logo Detection
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.

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

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

Template



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

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.

Open article ➔

1


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

Develop a system that can differentiate between real and fake logo from a given image. The main goal is to create a model which is capable of detecting counterfeit products from their logos.



Key rules of brainstorming

To run a smooth and productive session

😊 Stay in topic.

💡 Encourage wild ideas.

👂 Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

Bala Murugan

- Use CNN to build and train the model
- Use heatmap for correlation visualization and box plot for identifying any outliers.
- Use flask framework for web development

Monesh

- Regularly retrain the model with new training dataset and update algorithms
- Make sure the website is hosted in multiple languages
- Make sure we add extra features for the model.

Lakshan

- Make use of ensemble learning strategies (bagging and boosting) for better accuracy
- we need easy to use and visually appealing UI
- make sure the model is optimized for better accuracy

Ujal

- Improve accuracy and check is there any performance degradation
- Can we develop a community where users can contribute to the validation process.

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

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 end 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 mind.

- Use CNN to build and train the model
- Improve accuracy and check is there any performance degradation
- Regularly retrain the model with new training dataset and update algorithms
- we need easy to use and visually appealing UI

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

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.

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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