

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	10 September 2023
Team ID	Team-592025
Project Name	Project - Online Payments Fraud Detection Using ML
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/empathy-map-canvas>




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


Template



Brainstorm & idea prioritization


Using this template in your our brainstorming sessions so that our team unleash the imagination and start shaping concepts even if we are not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 3 people



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
Online Payments Fraud detection using Machine Learning

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

Online Payments Fraud Detection using Machine Learning

 5 minutes


PROBLEM


How might we [Online Payments Fraud Detection using ML]?





Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

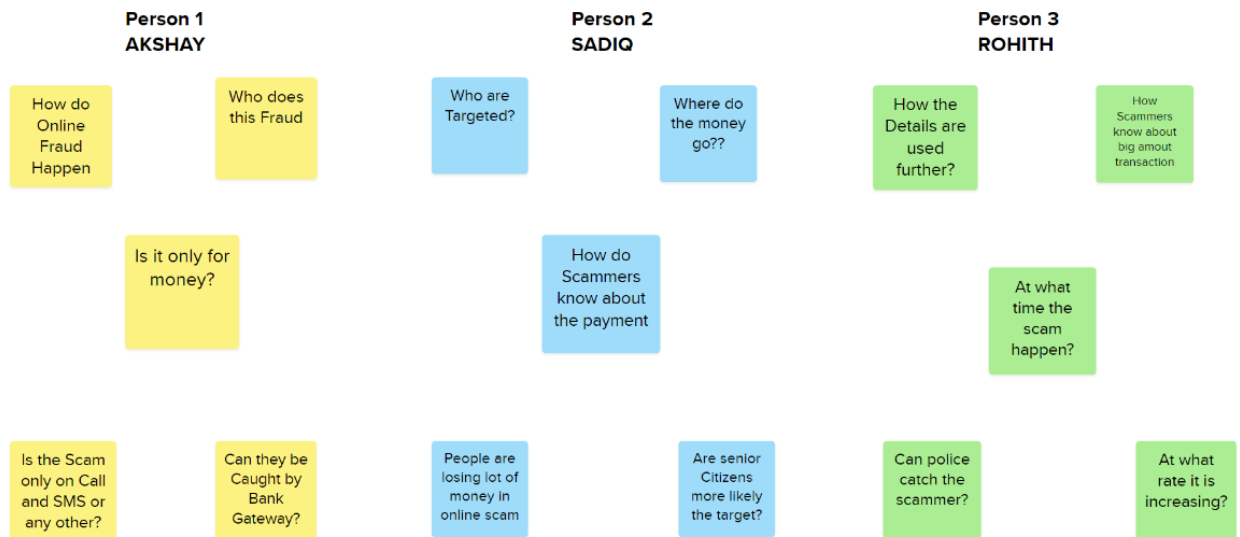
 Go for volume.

 If possible, be visual.

Step-2: Brainstorm

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

🕒 10 minutes

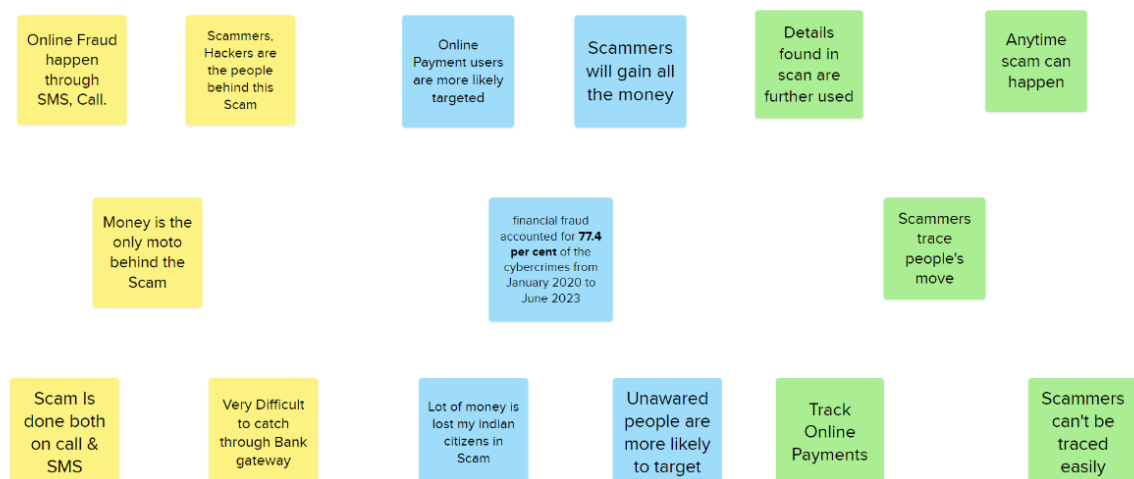


Step-2 group Ideas

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



Step 3: Prioritize

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

