

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS65699
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



### 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

#### 1 Step-1

##### Define your problem statement

🕒 5 minutes

**PROBLEM**

How might we detect fraudulent online payment transactions in real-time **using machine learning** to **reduce financial loss** and improve digital transaction security?

##### Problem Explanation

With the rapid growth of digital payment systems, online transactions have increased significantly. However, this has also led to an increase in fraudulent transactions, causing major financial losses to individuals and businesses.

**Traditional rule-based systems:**

- Are slow
- Cannot detect complex fraud patterns
- Fail to adapt to new fraud techniques

**There is a need for an intelligent system that:**

- Automatically analyze transaction data
- Identifies suspicious patterns
- Predicts fraud in real-time
- Provides accurate & scalable detection

##### 2

##### Key rules of brainstorming

- ✓ Stay in topic.
- ✓ Defer judgment.
- ✓ Go for volume.
- ✓ Encourage wild ideas.
- ✓ Listen to others.
- ✓ If possible, be visual.

**Project Name**

Online Payments Fraud Detection using Machine Learning

## Step-2: Brainstorm, Idea Listing and Grouping

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**Brainstorm**

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

🕒 10 minutes

TIP

You can collect all sticky notes in bulk by pressing ⌘ (or ⌥ on Mac) when selecting a text box.

Amar

real mt. ML stuff

Vaheesh

Mounika

Nandini

Person 5

Person 6

Person 7

Person 8

Person 5

Person 6

Person 7

Person 8

3

**Group Ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence 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

Mounika

Nandini

Sravani

Rekha

TIP

Add a sentence label to sticky notes clusters. When as cluster, copied too big, use if you can break it down into sub-groups.

## Step-3: Idea Prioritization

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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.

🕒 20 minutes

Importance

Each post-it represents an idea. Ask yourself and your team, why and how does the idea have impact?

TIP

Participants can use their keyboard shortcut to stack your sticky notes the whole page grid can be viewed full screen on Keyboard by holding the H key on the keyboard.

Feasibility

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

web app

real fraud alert system

idea