

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18th February 2026
Team ID	LTVIP2026TMIDS57900
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

The screenshot shows a template for a brainstorming session. On the left, there's a vertical sidebar labeled "Template". The main area has three columns:

- Before you collaborate:** A section with a lightbulb icon and wavy lines. It includes a timer icon and "10 minutes". Below it are three steps:
 - 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. There's a "Open article" button with a right arrow.
- Define your problem statement:** A section with a timer icon and "5 minutes". It includes a "PROBLEM" box with text: "Online payment systems face increasing fraudulent transactions, creating a need for an intelligent machine learning-based system to detect fraud accurately in real time."
- Key rules of brainstorming:** A section with a brain icon and a list of rules:
 - 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

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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 [switch to sketch] icon to start drawing!

Person 1

Develop a Machine Learning-based fraud detection model to classify transactions as fraud or legitimate.

Perform deep exploratory data analysis to identify hidden fraud patterns.

Create a fraud risk scoring system based on transaction features.

Person 2

Train and compare multiple classification algorithms (Decision Tree, Random Forest, XGBoost, etc.) to select the best model.

Apply class balancing techniques to handle imbalanced datasets.

Build a hybrid ensemble model combining multiple algorithms.

Implement deep learning models (ANN/LSTM) for advanced fraud detection.

Person 3

Develop a web application to provide real-time fraud prediction.

Integrate the trained model using Flask for live transaction testing.

Deploy the application on a cloud platform for scalability.

Build an API system for banks/payment gateways integration.

Person 4

Create a real-time fraud alert notification system (SMS/ Email alerts).

Develop a transaction monitoring dashboard with fraud analytics.

Design a feedback system to continuously retrain and improve the ML model.

Step-3: Idea Prioritization

