

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	18th Febraury 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

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

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

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, 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 [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

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.

