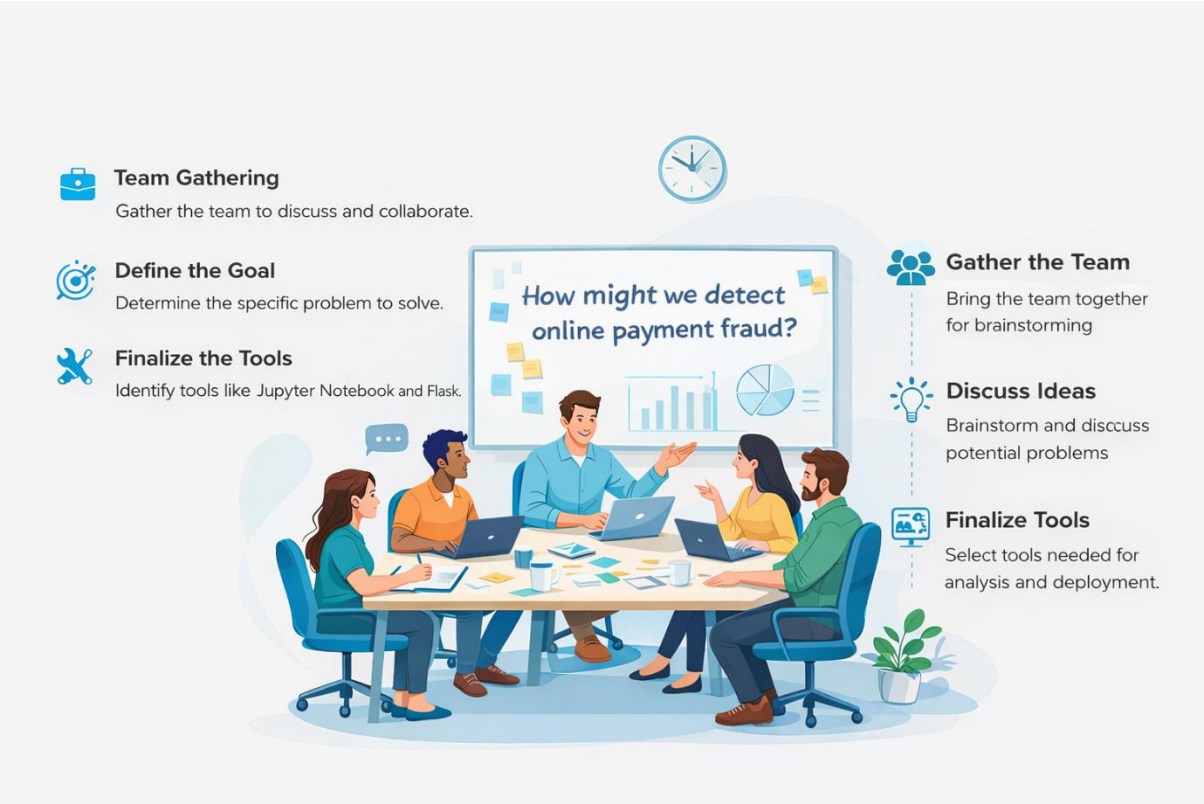
Ideation Phase
Brainstorm & Idea Prioritization Template

Date	30 January 2026
Team ID	LTVIP2026TMIDS76029
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	4 Marks

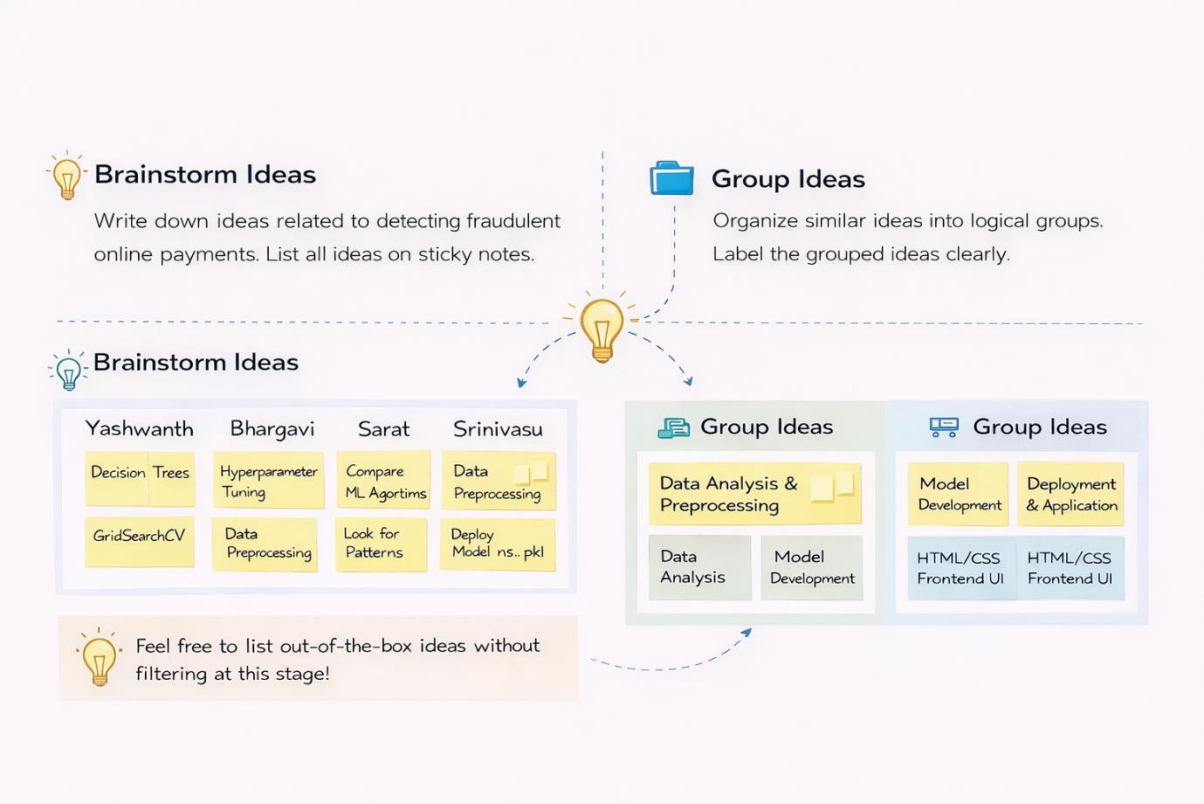
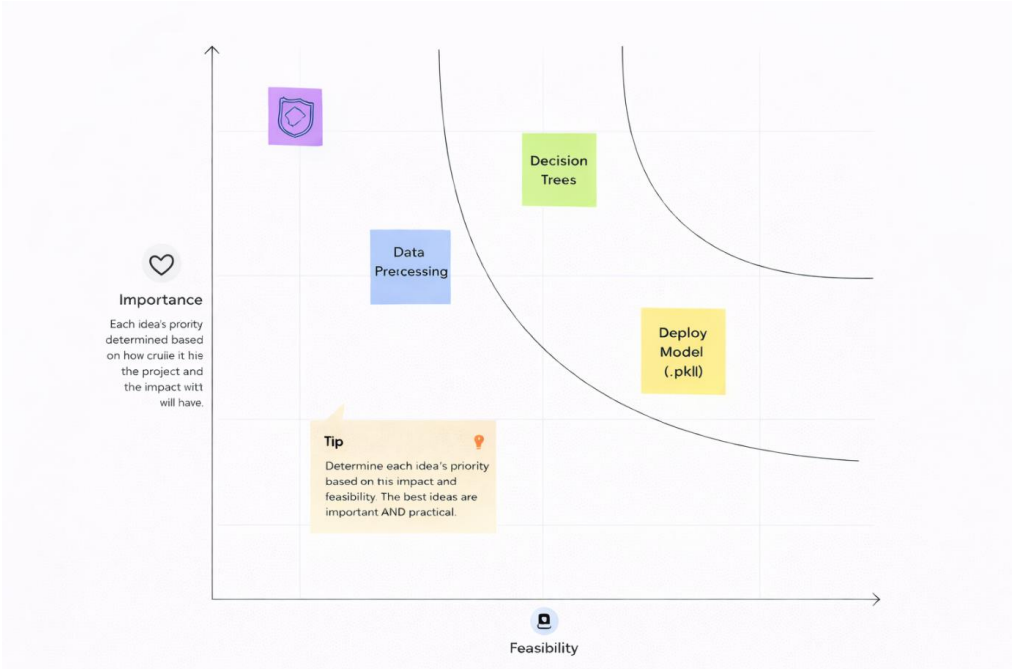
Brainstorm & Idea Prioritization Template:

In our project, brainstorming created an open and collaborative environment where all team members actively participated in identifying real-world problems related to digital payment security. We focused on generating multiple innovative ideas to address the increasing risk of online payment fraud using Machine Learning techniques. Instead of immediately judging ideas, we encouraged creative thinking and explored different technical approaches such as various ML algorithms, data preprocessing methods, and deployment strategies. Through discussion, collaboration, and structured prioritization, we refined our ideas and selected the most impactful and feasible solution — developing a real-time Online Payments Fraud Detection system. This structured brainstorming process helped our team shape a practical, scalable, and industry-relevant solution.

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



Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization