

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	22 January 2026
Team ID	LTVIP2026TMIDS90948
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

The screenshot shows the 'Brainstorm & idea prioritization' template from Mural. On the left, there's a sidebar with a blue vertical bar labeled 'Template' at the top. It features a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. Below the title, it says: '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.' It also lists preparation time: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'.

The main content area is divided into two main sections: 'Before you collaborate' and 'Define your problem statement'.

Before you collaborate: This section includes a sub-section titled 'Team gathering' with a brief description and a link to an article. It also includes 'Get the goal' and 'Learn how to use the facilitation tools' sections, each with a brief description and a link to an article.

Define your problem statement: This section contains a detailed description of the project aim: 'The project aims to enhance online payment security by leveraging machine learning for fraud detection. Using a dataset from Kaggle containing historical information on online transactions, the goal is to train a model that can classify transactions as fraudulent or non-fraudulent. Key features include transaction details such as type, amount, and user balances, with the objective of understanding patterns that lead to online payment fraud.' It also includes a 'PROBLEM' section with a brief summary.

Key rules of brainstorming: At the bottom, there's a section titled 'Key rules of brainstorming' with six rules: 'Stay in topic.', 'Encourage wild ideas.', 'Defer judgment.', 'Listen to others.', 'Go for volume.', and 'If possible, be visual.'

Step-2: Brainstorm, Idea Listing and Grouping

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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

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas or themes within your mural.

Implement
seamless
user
interface

Implement
responsive
design
principles

Feature
engineering
techniques to
enhance the
dataset

Diverse range of
algorithms, such as
decision trees,
random forests,
support vector
machines, k-nearest
neighbors, and
XGBoost.

Public
Awareness/
Marketing

Step-3: Idea Prioritization

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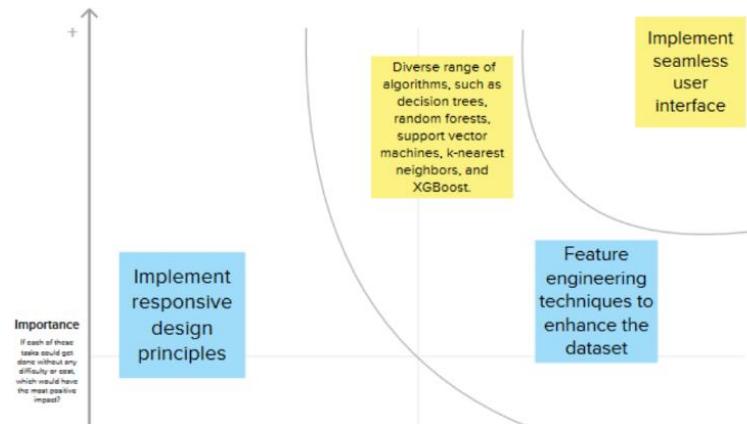
Prioritize

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

TIP

Participants can use their cursor to point at where ideas are placed on the grid. The facilitator can confirm the ages by using the laser pointer holding the H key on the keyboard.



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After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- | | |
|--|--|
| | Strategy blueprint
Define the components of a new idea or strategy.
Open the template → |
| | Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template → |
| | Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template → |

Final Selected Concept: An integrated Machine Learning pipeline that uses **XGBoost (optimized for a 99% F1-score)** connected to a **Flask Web UI**, providing tiered security responses based on the calculated risk probability of each transaction.