Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS79606
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://app.mural.co/invitation/room/1771508067399943?code=8e77c3079f8947bc8e73326469a5c43f&sender=u8bfd3d70dc48c34b8d019375

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

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

10 minutes

Chandana

Integrate a realtime fraud detection API with payment gateway to automatically classify transactions and block suspicious activities before financial damage occurs.

Use advanced preprocessing and imbalance handling techniques to improve detection accuracy and reduce false positives in online payment systems.

Savitha

Integrate a realtime fraud detection API with payment gateways to automatically classify transactions and block suspicious activities before financial damage occurs.

Manisha

Build an intelligent fraud monitoring dashboard that continuously evaluates transaction risk scores and alerts administrators about high-risk or abnormal activities.

Nagarjuna

Deploy a scalable cloud-based fraud detection system capable of analyzing high transaction volumes while maintaining accuracy and fast response times.

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 and break it up into smaller sub-groups.

20 minutes

Machine Learning-Based Detection	Monitoring & Risk Management	Real-Time Integration & Automation

Step-3: Idea Prioritization

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

If search will finance basics could get done without any difficulty or cost, which would have the most positive impact?

- ML-Based Fraud Detection (XGBoost Web App)
- Real-Time Payment Gateway Integration
- Fraud Monitoring Dashboard

Feasibility