

## 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

The screenshot shows a template for a Brainstorm & Idea Prioritization session. The interface is divided into three main sections: 'Before you collaborate' (left), 'Define your problem statement' (right), and a central area with a 'Key rules of brainstorming' summary.

**Before you collaborate:**

- Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead. (10 minutes)
- 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. (Open article)

**Define your problem statement:**

Increasing online payment fraud causes financial losses and security risks, while traditional rule-based systems fail to detect complex patterns and provide accurate real-time fraud detection. (5 minutes)

**Key rules of brainstorming:**

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 tilt the pencil(swatch) to switch it over to start drawing!

Chandana	Savitha	Minalha
Integrate a machine learning model with real-time transaction monitoring to detect anomalies in payment gateway systems.	Use advanced programming and machine learning techniques to create a fraud detection system that reduces false positives.	Build an intelligent fraud monitoring dashboard that continuously monitors transactions and sends notifications that access and alerts users to potential high-risk or abnormal activities.
Nagarpjana		
Deploy a scalable cloud-based fraud detection system capable of analyzing high transaction volumes while maintaining accuracy and fast response times.		

**3 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 color-coding tags to sticky notes to make them easier to follow, organize, and compare. These colors are themes within your mind.

**Machine Learning-Based Detection**

**Monitoring & Risk Management**

**Real-Time Integration & Automation**

## 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 cursor to point at where they think a spot should go on the grid. This feature can confirm the spot by using the laser pointer tool in the top right corner of the webpage.

Importance	Feasibility	
High	Low	Fraud Monitoring Dashboard
High	High	Real-Time Payment Gateway Integration ML-Based Fraud Detection (xGBurst Web App)
Low	Low	
Low	High	