

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



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

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 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](#)

1 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

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.

Key rules of brainstorming

To run a smooth and productive session

- 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

Chivandira

Integrate a machine learning artificial intelligence to detect fraudulent transactions and track suspicious behavior before fraud can damage assets.

Use advanced

Implementing and improving funding techniques to improve detection accuracy and reduce false positives in online payment systems.

Savitha

Integrate a machine fraud detection API with payment processors to automatically identify fraudulent and 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.

Nagajyoti

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

TIP

You can select a sticky note and hit the pencil button to quickly edit or start drawing!

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

Machine Learning-Based Detection

Monitoring & Risk Management

Real-Time Integration & Automation

TIP

Add custom labels to sticky notes to make it easier to find, break, organize, and integrate important ideas or themes within your mural.

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 sticky notes should go on the grid. The facilitator can confirm the spot by using the **Enter** key on the keyboard.

Importance

↑

↓

Feasibility

←

→

Fraud Monitoring Dashboard

Real-Time Payment Gateway Integration

ML-Based Fraud Detection (XGBoost Web App)

Real-Time Integration & Automation