

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	21 February 2026
Team ID	LTVIP2026TMIDS65711
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



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

1 Step-1

Define your problem statement

⌚ 5 minutes

PROBLEM

How might we detect fraudulent online payment transactions in real-time **using machine learning** to **reduce financial loss** and **improve digital transaction security**?

Problem Explanation

With the rapid growth of digital payment systems, online transactions have increased significantly. However, this has also led to a rise in fraudulent transactions, causing major financial losses to individuals and businesses.

Traditional rule-based systems:

- Are slow
- Cannot detect complex fraud patterns
- Fail to adapt to new fraud techniques

There is a need for an intelligent system that:

- Automatically analyze transaction data
- Identifies suspicious patterns
- Predicts fraud in real-time
- Provides accurate & scalable detection

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Key rules of brainstorming

- ✓ Stay in topic.
- ✓ Defer judgment.
- ✓ Go for volume.
- ✓ Encourage wild ideas.
- ✓ Listen to others.
- ✓ If possible, be visual.

Project Name

Online Payments Fraud Detection using Machine Learning

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕒 10 minutes

TIP
You can collect all sticky notes and move them to sticky by clicking the close button in on the sticky notes.

Komali	Tanmai	Surekha	Nandini
<div>real</div> <div>fraud</div>			

Person 5	Person 6	Person 7	Person 8

Person 5	Person 6	Person 7	Person 8

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Group Ideas

Take turns placing our ideas write clustering similar or related notes as you go. Sort related notes, give each cluster a sentence label if you get it. If it's bigger than the sticky notes, try and see if you can break it up into smaller subgroups.

🕒 10 minutes

Komali	Tanmai	Surekha	Nandini

TIP
Add a sentence label to sticky sticky notes and it cluster bar, but unless they are too big to break it up in two subgroups.

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

Importance
Each post-it represents an idea. Ask yourself and your team, why and how does this idea really impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others (time, effort, complexity, etc...)?

TIP
Participants can use their keyboard shortcut to stack your sticky notes the ideas Rate Grid can be viewed full-screen on Keyboard by holding the F key on the keyboard.