

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

2 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

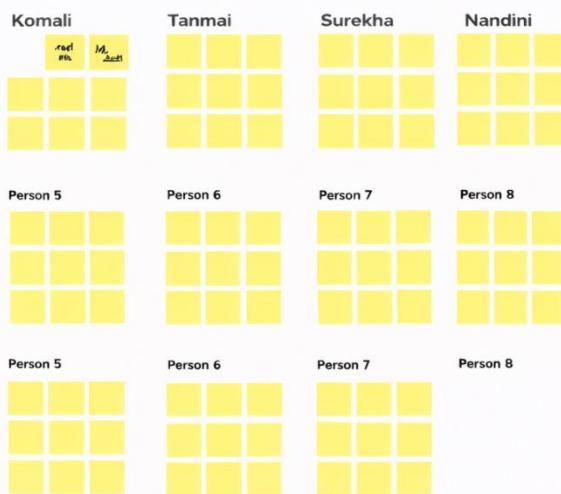
2

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 the sticky notes between the sticky notes button in the sidebar.



3

Group Ideas

Take turns placing our ideas write clustering similar or related notes as,yog, bait air elated notes, give each cluster a sentence label if you get it's bigger ton the sticky notes, try and see if you can break it up the smaller subgroups.

⌚ 10 minutes

Komali Tanmai Surekha Nandini

TIP
Add a sentence label to sticky notes and a cluster key, but another tool, or say it may break it up in to subgroups.

Step-3: Idea Prioritization

3

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

