

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 February 2026
Team ID	LTVIP2026TMIDS65702
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

The screenshot shows the first step of the template. On the left, there's a sidebar with a lightbulb icon and the title "Brainstorm & idea prioritization". It includes a note about using it for team sessions, preparation time (10 minutes), collaboration time (1 hour), and recommended people (2-8). On the right, the main area has a large blue circle with the number 1 and the heading "Step-1 Define your problem statement". Below this is a timer icon and "5 minutes". A "PROBLEM" section contains the text: "How might we detect fraudulent online payment transactions in real-time using machine learning to reduce financial loss and improve digital transaction security?". To the right of this is another blue circle with a target icon and the text "Key rules of brainstorming" followed by a list of six items. At the bottom, there's a "Project Name" section with the text "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.

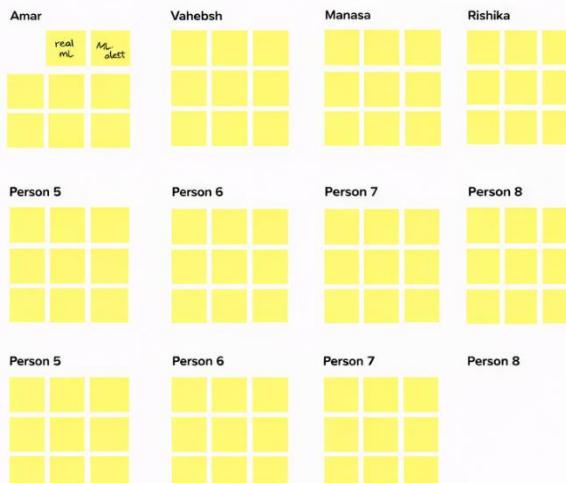
⌚ 10 minutes

3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller subgroups.

⌚ 20 minutes



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TIP
Add a sentence label to sticky note clusters. When a cluster grows too big, see if you can break it down into sub-groups.

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

