

# Ideation Phase

## Brainstorm & Idea Prioritization Template

<b>Date</b>	28 JANUARY 2026
<b>Team ID</b>	LTVIP2026TMIDS79486
<b>Project Name</b>	Online Payments Fraud Detection using ML
<b>Maximum Marks</b>	4 Marks

### Team Members

1. Kurugodu Sushma (22BFA05181)
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### Brainstorm & Idea Prioritization:

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.

### Step-1: Team Gathering, Collaboration and Select the Problem Statement

**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

**Define your problem statement**

Online payment fraud is growing day by day. A problem that millions of customers and businesses worldwide are dealing with. In recent years, there has been a gradual growth in payment fraud. Online fraud has increased by at least 30%, according to "Statista," resulting in approximately \$31 billion USD in payment fraud. This applied to the years 2020–2022. By the end of 2023, it is predicted that the amount would have increased to \$48 billion USD.

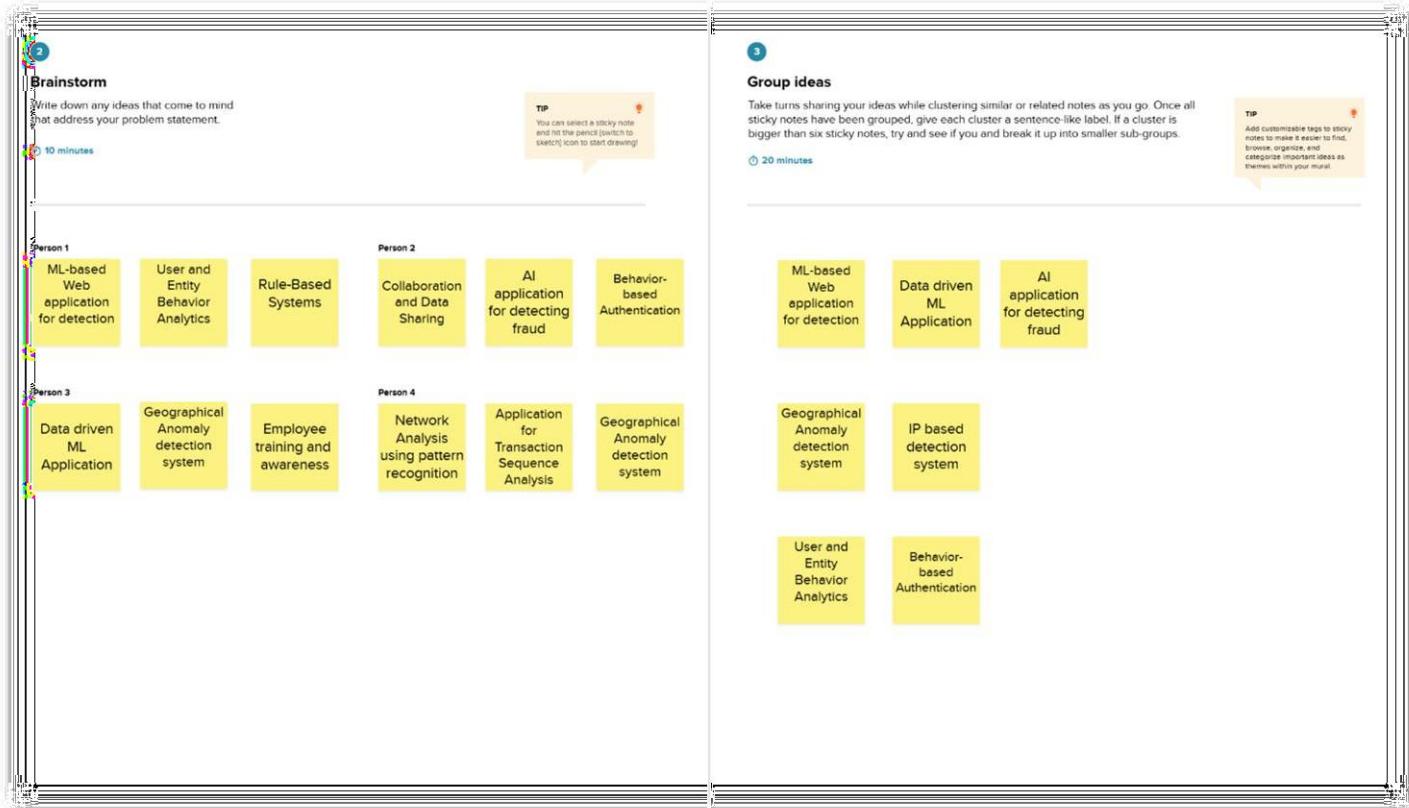
5 minutes

Year	Fraud Amount (USD)
2019	4.7B
2020	6.1B
2021	8.2B
2022	11.1B

**PROBLEM**

**How might we** develop an efficient and accurate method to detect and prevent online payment fraud while minimizing false positives and ensuring a seamless user experience?

### Step-2: Brainstorm, Idea Listing and Grouping



## Step-3: Idea Prioritization

