

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS57934
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.

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

The template interface is divided into three main sections:

- Left Column (Template):** Features a lightbulb icon, a title "Brainstorm & idea prioritization", a sub-instruction "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.", and preparation time estimates: 10 minutes to prepare, 1 hour to collaborate, and 4 team members.
- Middle Column:** Contains a section titled "Before you collaborate" with a timer icon and a brief description. It includes three steps:
 - A Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
 - B Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
 - C Select the problem statement:** Analyze the assigned problem statement thoroughly.
- Right Column:** Contains a section titled "Define your problem statement" with a timer icon and a brief description. It includes a "notes" box labeled "Online Payments Fraud Detection using Machine Learning". Below it is a "Key rules of brainstorming" box with a brain icon, containing six rules with corresponding icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

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 select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Thota Harshitha

Analyze the document and calculate the average sales and get an understanding of the pattern.

Ch. Veda Samhithe

Analyse the dataset and see the effect of different features like no.of bathrooms, bedrooms on the house prices over the years.

Nikku Narasimha Swamy

Based on the dataset get an idea on distribution of House Age by Renovation Status

Pushadapu Ramyatha

Compare the models performances and select the best model