

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 October 2022
Team ID	Team-592483
Project Name	Project - Online Payments Fraud Detection Using ML
Maximum Marks	10 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming cultivates a liberated and inclusive atmosphere where all team members are prompted to engage in the creative thinking process essential for problem-solving. Emphasizing quantity of ideas over their immediate worth, unconventional suggestions are embraced and refined. The collaborative spirit among participants is actively promoted, facilitating the generation of a diverse array of innovative solutions. Utilize this framework in your own brainstorming sessions to empower your team in unleashing their creative potential and shaping ideas, even when they are not physically present in the same space.


Reference: <https://www.mural.co/templates/empathy-map-canvas>

Original Mural Link:

<https://app.mural.co/t/onlinepaymentfrauddetection6589/m/onlinepaymentfrauddetection6589/1697221444882/e6288e1a8121fd6daf70530d067bf039f7ffa6bd?sender=uc2f8cfda9230cabba5b36575>

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


Template



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




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

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes


PROBLEM


The project aims to enhance online payment security by leveraging machine learning for fraud detection. Using a dataset from Kaggle containing historical information on online transactions, the goal is to train a model that can classify transactions as fraudulent or non-fraudulent. Key features include transaction details such as type, amount, and user balances, with the objective of understanding patterns that lead to online payment fraud.





Key rules of brainstorming


To run a smooth and productive session


 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 icon to start drawing!

Syed Irfan Faraz

Implement seamless user interface

Diverse range of algorithms, such as decision trees, random forests, support vector machines, k-nearest neighbors, and XGBoost.

Interactive visualizations

Educative resources

Regular security updates

Kolupoti Sai Prakash

Feature engineering techniques to enhance the dataset

Implement responsive design principles

Marketing

Collaborate with other businesses

AI chat support

Sai Yaswanth

User-friendly website

Feature Engineering

Implement seamless user interface

User activity logs

Chat Bot

Abhiram Chowdary

Create a user interface that flows smoothly and is easy to use

Public Awareness

multi-factor authentication

Mobile application

Chat bot

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Implement seamless user interface

Implement responsive design principles

Feature engineering techniques to enhance the dataset

Diverse range of algorithms, such as decision trees, random forests, support vector machines, k-nearest neighbors, and XGBoost.

Public Awareness/ Marketing

Chat Bot

Step-3: Idea Prioritization

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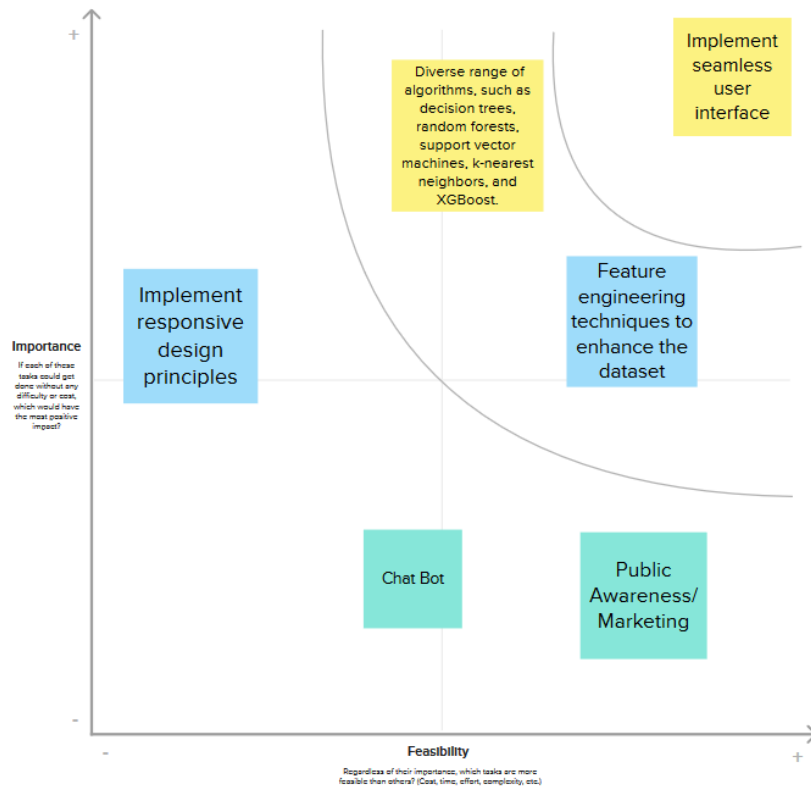
Prioritize

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

TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



➔

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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