

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS41308
Project Name	Online payment fraud detection with 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://app.mural.co/t/onlinepaymentfraudetection9413/m/onlinepaymentfraudetection9413/1771424998577/45c938a9aecb44bf1c5b3d4d33ed6ddd26e66d>

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

The screenshot shows a template for a Brainstorm & Idea Prioritization session. It includes a sidebar labeled "Template" and three main content panels.

- Panel 1: Brainstorm & idea prioritization**
  - Icon: Lightbulb with wavy lines.
  - Section: **Brainstorm & idea prioritization**
  - Description: 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.
  - Time: 10 minutes to prepare, 1 hour to collaborate, 2-8 people recommended.
- Panel 2: Before you collaborate**
  - Icon: Blue dot.
  - Section: **Before you collaborate**
  - Description: Before collaborating, the team understood the project topic, reviewed the problem of online payment fraud, and learned the basic tools needed to work together effectively.
  - Time: 10 minutes.
- Panel 3: Define your problem statement**
  - Icon: Blue dot.
  - Section: **Define your problem statement**
  - Description: How might we detect fraudulent online payment transactions accurately using machine learning while minimizing false positives and ensuring real-time prediction?
  - Time: 5 minutes.

A separate panel on the right lists the "Key rules of brainstorming": Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

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

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### Brainstorm

Brainstorming was carried out to generate ideas related to online payments fraud detection. Various ideas such as understanding transaction data, preprocessing the dataset, creating important features, selecting a suitable machine learning model, evaluating the model's performance, and deploying the model using a web application were discussed. This brainstorming process helped in identifying the main steps required to build an effective fraud detection system and provided a clear direction for implementing the project.

⌚ 10 minutes

TIP  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1  
Suggested ideas related to data collection and understanding fraud patterns.

Person 2  
Focused on data preprocessing and cleaning techniques.

Person 3

Contributed ideas on feature engineering and model selection.

Person 4

Shared ideas about model evaluation, results analysis, and deployment.

## Step-3: Idea Prioritization

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### Prioritize

The ideas were prioritized based on importance. Data preparation and model training were given first priority, followed by evaluation and deployment.

⌚ 20 minutes

Priority Diagram - Online Payments Fraud Detection

