

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/onlinepaymentfrauddetection9413/m/onlinepaymentfrauddetection9413/1771424998577/45c938a9aeccb44bf1c5b3d4d33ed6ddddd26e66d>

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

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.

⌚ 10 minutes

1 Team gathering

The team members came together to discuss the project and understand the problem of online payment fraud. Roles and responsibilities were shared among the team to work efficiently.

2 Set the goal

The main goal of the project is to detect fraudulent online payment transactions using machine learning and classify them as fraud or non-fraud with high accuracy.

3 Learn how to use the facilitation tools

The team learned how to use facilitation tools such as brainstorming diagrams and idea prioritization charts to organize ideas, plan the workflow, and visualize the project steps clearly.

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1

Define your problem statement

How might we detect fraudulent online payment transactions accurately using machine learning while minimizing false positives and ensuring real-time prediction?

⌚ 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

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

4

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

