Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMlD591496
Project Name	AI system that verifies user identities based on their online behaviour patterns, adding an extra layer of security.
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

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

Problem Statement

- How might we employ AI to enhance security by accurately verifying user identities through their online behavioural patterns?

Design and implement an advanced artificial intelligence system capable of accurately and securely verifying user identities through the analysis and recognition of unique online behavioural patterns. The system shall harness machine learning algorithms to process diverse user-specific data, including browsing habits, typing behaviour, application usage, and more, to create individualised behaviour profiles. The objective is to enhance security measures by incorporating this innovative, user-centric identification method as an additional layer of authentication in digital platforms and applications, ensuring a robust defence against unauthorised access and impersonation while respecting user privacy and adhering to data protection regulations.

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

Person 1

Behavioral Biometric Fusion	Self-Learning Behavior Models

AI-Powered Anomaly Detection

Person 2

Contextual Behavioral Authentication	Cross-Platform Behavior Integration

Behavioral Authentication Feedback Loop

Person 3

Hierarchical Behavior Modeling	Behavioral Authentication Challenge Questions

Behavioral Authentication Confidence Scoring

Person 4

Secure Federated Learning for Behavior Analysis	Temporal Behavior Analysis

Behavioral Authentication Trust Network

Grouping:

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 and break it up into smaller sub-groups.

⏱ 20 minutes

Cluster 1

Behavioral Biometrics

AI Integration

Cluster 2

Adaptive Learning

Dynamic Updates

Cluster 3

Contextual

Cross-Platform Analysis

Cluster 4

Anomaly Detection

Confidence Scoring

Cluster 5

User Involvement

Feedback Loop

Cluster 6

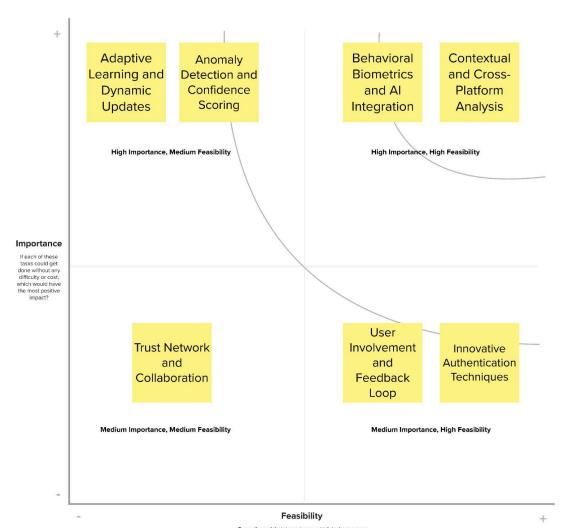Innovative Authentication Techniques

Step-3: Idea Prioritisation

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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

+

| Adaptive Learning and Dynamic Updates | Anomaly Detection and Confidence Scoring | | Behavioral Biometrics and AI Integration | Contextual and Cross-Platform Analysis |

High Importance, Medium Feasibility

High Importance, High Feasibility

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

| Trust Network and Collaboration | | User Involvement and Feedback Loop | Innovative Authentication Techniques |

Medium Importance, Medium Feasibility

Medium Importance, High Feasibility

-

- **Feasibility** +

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)