

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 October 2023
Project Name	Online Payments Fraud Detection Using Machine Learning
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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.

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


Template



Brainstorm & idea prioritization

ONLINE PAYMENTS FRAUD
DETECTION USING MACHINE
LEARNING

⌚ 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

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

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1


Define your problem statement

Develop a machine learning system to safeguard online transactions by accurately identifying and preventing fraudulent payments, thereby protecting customers and businesses from financial losses.

⌚ 5 minutes


PROBLEM


How might we [your problem statement]?





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Defer judgement.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP You can select a sticky note and fit the pencil back to its sticky part to stick it down.

Person 1

Biometric Authentication:
 Biometric, biometric, or biometric methods, such as face recognition or fingerprint scans, to secure user verification during online payments.

OTP for Transaction Confirmation:
 Users can receive OTPs on their registered devices to confirm that transactions, resulting in the use of fraudulent payments.

Link Analysis Alerts:
 If a message indicates an unusual link, the system can send an alert to the user, warning them that the message contains an unusual or potentially dangerous link.

Blockchain Technology:
 Blockchain can prevent double-spending and enhance transaction traceability.

CAPTCHA and Bot Detection:
 Implement CAPTCHA challenges during online transactions to deter automated bot attacks.

Trusted Payment Methods:
 When using a digital payment app with a trusted payment method, users can easily view account and linked payment methods, reducing the risk of fraud.

Logistic Regression:
 Useful for binary classification problems, like fraud detection.

Person 2

Aadhar-Based Digital Signatures:
 Implement Aadhar-based digital signatures for transaction authentication, making it tamper-proof and secure.

Blocking or Temporarily Freezing Accounts:
 If a user reports a lost or stolen card, the bank can temporarily freeze or block the account to prevent unauthorized transactions.

Blockchain Technology:
 Explain blockchain-based solutions for secure and transparent transactions.

Random Forests and Decision Trees:
 These algorithms can be used to classify transactions as fraudulent or legitimate based on various features.

CAPTCHA and Bot Detection:
 Use machine learning algorithms to detect and block bot-generated transactions in real-time.

Alerting the Customer:
 Banks can send messages to the customer, informing them of the suspicious activity.

Safe Downloads from Trusted Sources:
 Encourage users to download apps from trusted sources, reducing the risk of malware or phishing attacks.

3 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 to see if you can break it up into smaller sub-groups.

20 minutes

TIP Add a sentence-like label to each cluster to give it context to find, discuss, organize, and categorize before moving on to the next.

Blockchain Technology:
 Blockchain can prevent double-spending and enhance transaction traceability. Explore digital asset-based solutions for secure and transparent transactions.

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Step-3: Idea Prioritization

4 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 cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the Enter 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 email, 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 →](#)

[Share template feedback](#)

Importance

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

Feasibility

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

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