

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	3 – 11- 2023
Team ID	Team-592286
Project Name	Online payments fraud detection
Maximum 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.

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



## Brainstorm & idea prioritization

This template is used for our brainstorming sessions ,our team can unleashed their imagination and started shaping concepts even if we're not sitting in the same room.

⌚ 10 minutes to prepare  
👥 1 hour to collaborate  
👤 2-4 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](#) ➡

#### 1 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

How might we??

Online payment fraud poses a significant threat to e-commerce businesses, financial institutions, and consumers alike. As the world increasingly relies on digital transactions, the need to detect and prevent fraudulent activities in real-time has become important. The challenge lies in developing robust, efficient, and adaptive fraud detection systems that can accurately identify fraud transactions . This project aims to design, implement, and evaluate a online payment fraud detection system that leverages machine learning, data analysis, and data visualization to proactively identify and prevent fraudulent online transactions.

Key rules of brainstorming

To run an 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

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 hit the pencil (switch to sketch) icon to start drawing!

Person 1

1.quick decisions

2.Smart Computers

3.Double check with friends

4.Learning from mistakes

Person 2

5.Strong passwords

6.Stay informed about latest frauds

7.Keep an eye on transactions

8.Secure the records

Person 3

9.Be cautious about emails

10.Don't share secrets

11.Ask for help

12.Verify callers

17.Two-factor authentication.

Person 4

13.Ignore pop-ups

14.Tech website security

15.Use only trust worthy apps

16.Avoid using public computers

18.Report suspicious activity

## Step-3: Group Ideas

3

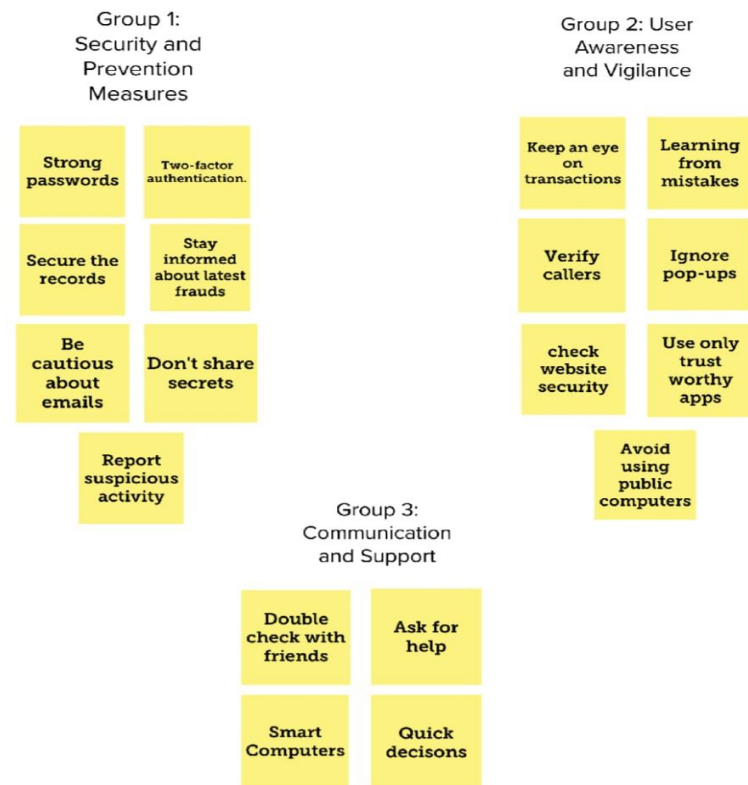
### Group ideas

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 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.



## Step 4 : Prioritize

4

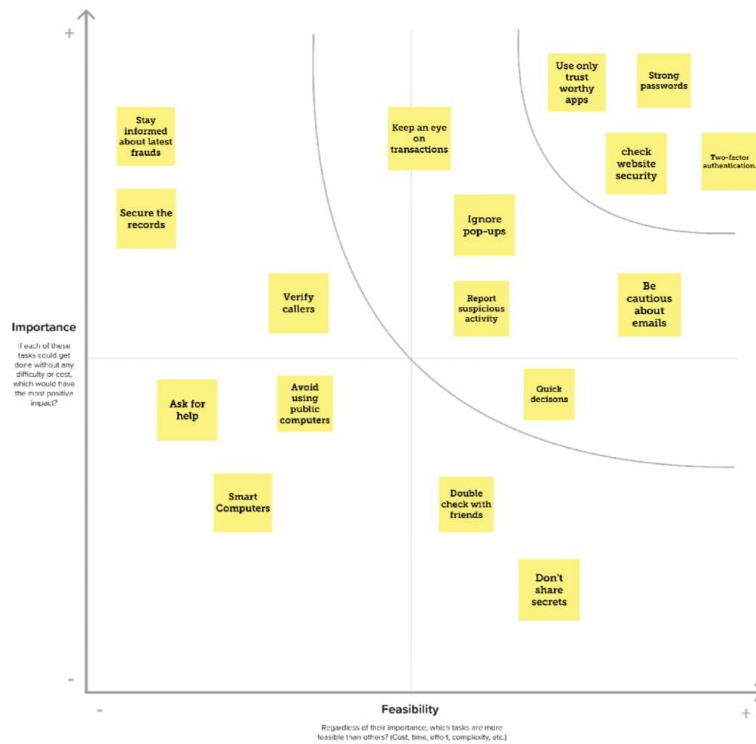
## Prioritize

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 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

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B 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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