

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	10 February 2026
Team ID	LTVIP2026TMIDS54415
Project Name	Online Payment Fraud Detection using 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://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The screenshot shows the Mural Brainstorm & Idea Prioritization template. It includes a sidebar with a lightbulb icon and a main content area with three main sections:

- Before you collaborate:** A brief introduction and a 10-minute timer.
- Define your problem statement:** A step to frame the problem as a "How Might We" statement, with a 5-minute timer.
- Key rules of brainstorming:** A summary of six rules with corresponding icons.

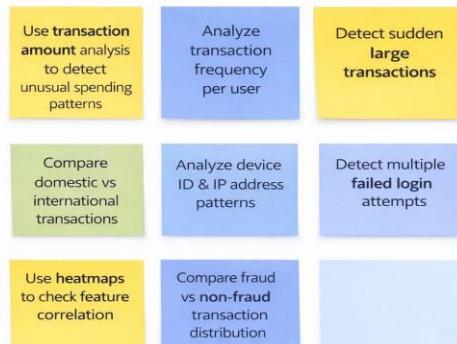
The main content area also features sections for "Team gathering", "Set the goal", and "Learn how to use the facilitation tools".

1

Brainstorm

Write down any ideas that come to mind that address the problem of detecting **online payment fraud**.

⌚ 10 minutes



2

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



3

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

