

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	27 January 2026
Team ID	LTVIP2026TMIDS48224
Project Name	Online Payments 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 number 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

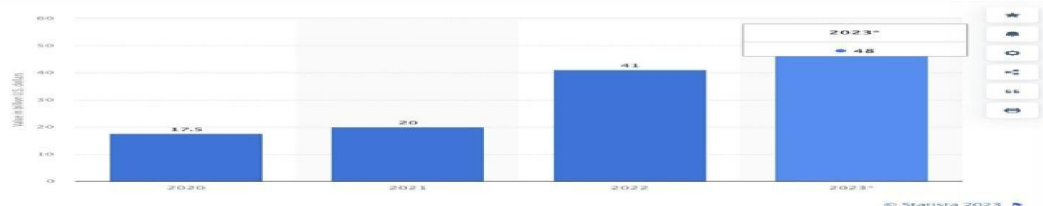
#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

1

##### Define your problem statement

Online payment fraud is growing day by day. A problem that millions of customers and businesses worldwide are dealing with. In recent years, there has been a gradual growth in payment fraud. Online fraud has increased by at least 30%, according to "Statista," resulting in approximately \$31 billion USD in payment fraud. This applied to the years 2020–2022. By the end of 2023, it is predicted that the amount would have increased to \$48 billion USD.

🕒 5 minutes



##### PROBLEM

**How might we** develop an efficient and accurate method to detect and prevent online payment fraud while minimizing false positives and ensuring a seamless user experience?

## 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 hit the pencil [switch to sketch] icon to start drawing!



#### Person 1

ML-based  
Web  
application  
for detection

User and  
Entity  
Behavior  
Analytics

Rule-Based  
Systems

#### Person 2

Collaboration  
and Data  
Sharing

AI  
application  
for detecting  
fraud

Behavior-  
based  
Authentication

#### Person 3

Data driven  
ML  
Application

Geographical  
Anomaly  
detection  
system

Employee  
training and  
awareness

#### Person 4

Network  
Analysis  
using pattern  
recognition

Application  
for  
Transaction  
Sequence  
Analysis

Geographical  
Anomaly  
detection  
system

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.



ML-based  
Web  
application  
for detection

Data driven  
ML  
Application

AI  
application  
for detecting  
fraud

Geographical  
Anomaly  
detection  
system

IP based  
detection  
system

User and  
Entity  
Behavior  
Analytics

Behavior-  
based  
Authentication

## 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 laser pointer holding the **H key** on the keyboard.

