

Ideation Phase

Empathize & Discover

Date	25 January 2026
Team ID	LTVIP2026TMIDS66676
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	4 Marks

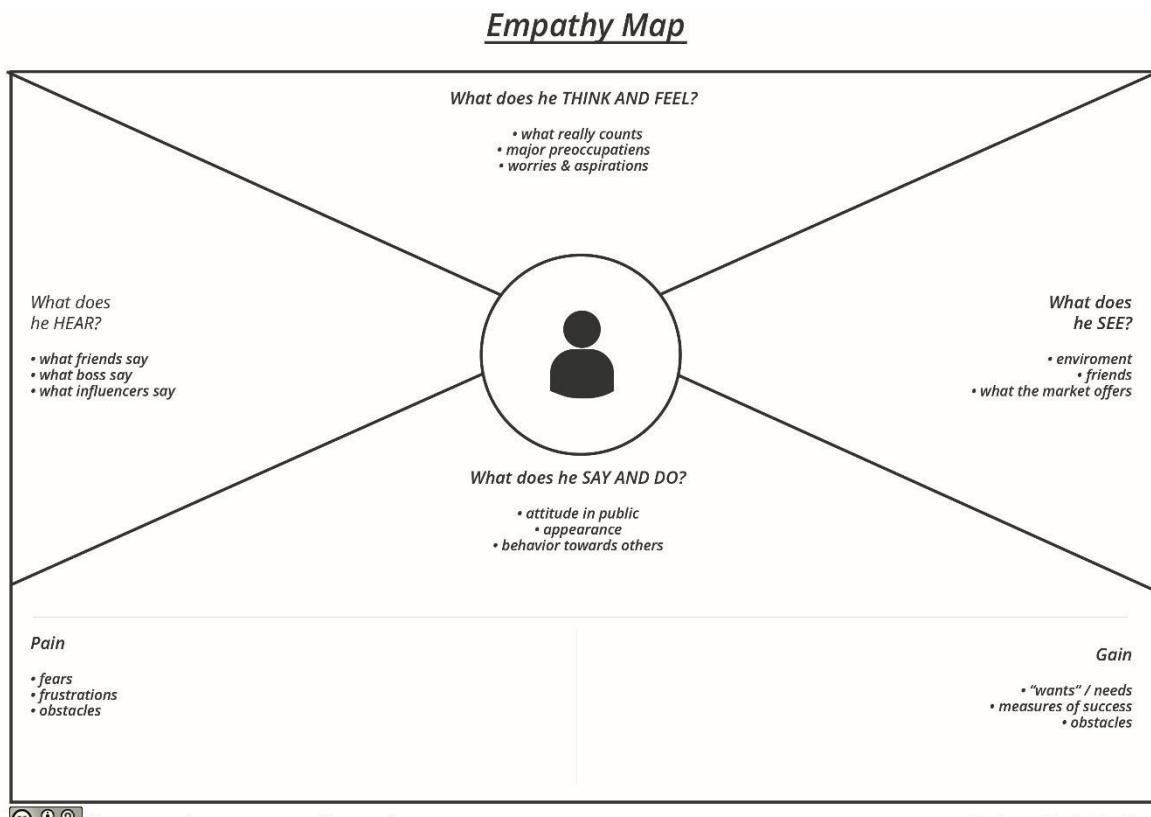
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Business Model Toolbox

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Online Payments Fraud Detection using Machine Learning

Template

The empathy map for the credit/debit card fraud detection project captures the thoughts, feelings, actions, and influences shaping the behavior of the end users (consumers).

Online Payments Fraud Detection Using ML

The map reveals a nuanced understanding of their experiences, needs, and aspirations within the context of financial transactions and fraud prevention.

Originally created by Diane Riley at [UXPin](#).

What do they HEAR?

- WHO are we empathizing with?
Who is the person we want to understand? What is their role in this situation?
- What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- They might hear: Industry talk about fraud incidents, as well as recommendations for how to prevent financial fraud.
- Dissipates any false sense of security and creates anxiety with fraud prevention, potentially enhancing perceived risks and decisions.
- How much negative news about fraud issues will reinforce their fears and increase their anxiety about becoming their customers.

What do they SEE?

- What do they need to DO?
What jobs do they want or need to get done?
What are their goals and objectives?
How well will they know they've accomplished them?
- What do they need to SAY?
What have we heard them say?
What can we imagine them saying?
- What do they need to HEAR?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they THINK and FEEL?

- PAINS:**
 - Fear of financial loss due to fraud.
 - Anxious about the overall security of their financial information.
- GAINS:**
 - Hope for a reliable and trustworthy experience.
 - Dream of a fraud-free future free from stress and problems.
- What do they DO?**
What are they in today?
What tasks are we observing?
What can we imagine them doing?
- What do they SAY?**
What can we imagine them saying?
- What do they HEAR?**
What are their fears, frustrations, and anxieties?
- What do they SEE?**
What do they see in their immediate environment?
- What do they NEED?**
What jobs do they want or need to get done?
What are their goals and objectives?
How well will they know they've accomplished them?
- What do they THINK and FEEL?**
What other thoughts and feelings might influence their behavior?

Need some inspiration?
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