

## Ideation Phase

Date	17 February 2026
Team ID	LTVIP2026TMIDS54446
Project Title	Online Payment Fraud Detection System using Machine Learning
Maximum Marks	4 Marks

### Empathy Map Canvas – Detailed Analysis

Online payment users increasingly rely on digital platforms for transactions. However, rising cybercrime incidents have created fear and distrust among users. Understanding user emotions, expectations, and frustrations is essential to design an effective fraud detection system.

#### ***Customer Insights:***

- Users expect instant transaction verification.
- Customers demand minimal false fraud alerts.
- Financial institutions require high detection accuracy.
- Businesses need fraud prevention without slowing down transactions.

#### ***Real-World Example:***

For example, if a user suddenly makes a high-value transaction from a new location, the system should immediately analyze transaction patterns and flag suspicious activity before completion.