

Ideation Phase

Empathize & Discover

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|---------------|--|
| Date | 18th October 2023 |
| Team ID | Team-592416 |
| Project Name | Online Payments Fraud Detection Using ML |
| Maximum Marks | 4 Marks |

EMPATHY MAP CANVAS

The empathy map illuminates end users' observations, expressions, actions, and influences in the context of credit/debit card fraud detection. It reveals a landscape of observed and imagined behaviours, verbalized concerns, and emotional responses. Users actively engage in monitoring transactions, seek assurance, and harbour hopes for a seamless and secure financial experience. Influenced by trust, experiences, and external factors, the map informs user-centric decisions crucial for the project's success.

Team Members

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Link for the Empathy Map→

<https://app.mural.co/t/kanishak3745/m/kanishak3745/1697550397494/3c8a4b9534771377e36f73bdcc7d31a6eee95ad2?sender=uf9cd485c67db74999d5a6095>



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 David Gray at

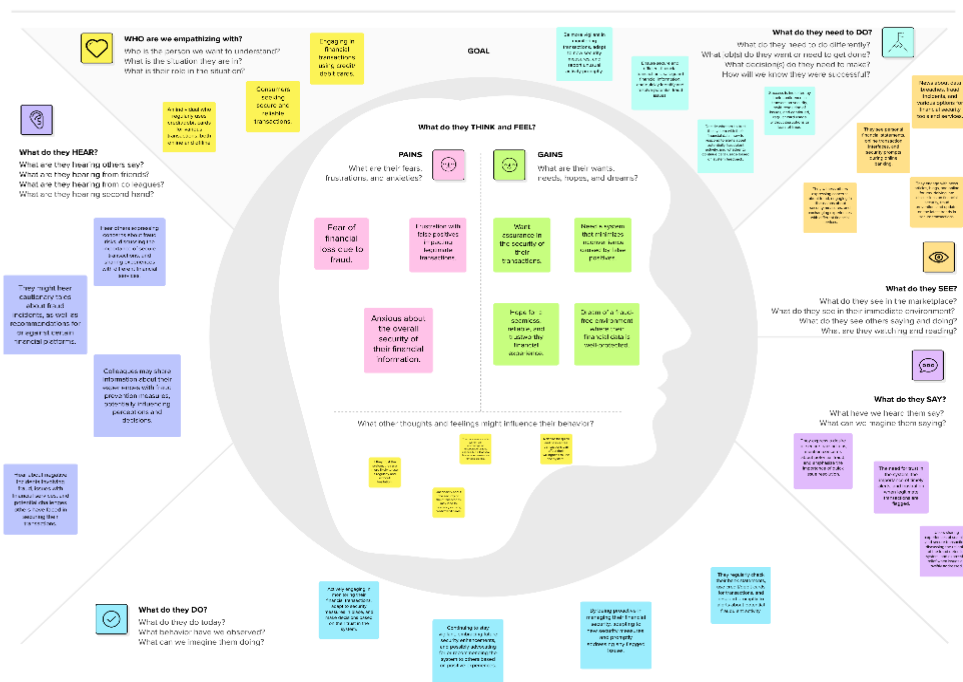


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Online Payments Fraud Detection Using ML

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



Need some inspiration?
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[Open example](#)

