

Ideation Phase

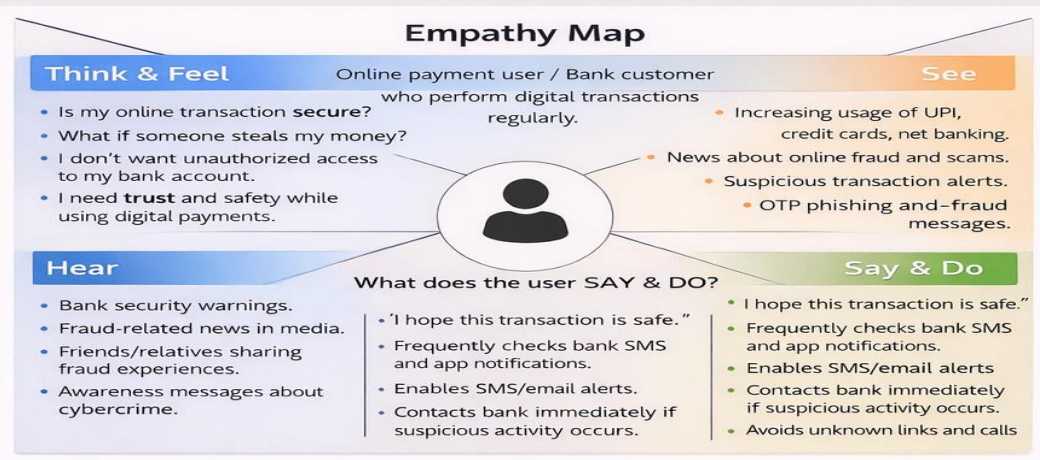
Empathize & Discover

Date	
Team ID	LTVIP2026TMIDS40243
Project Name	Online Payment Fraud Detection project
Maximum Marks	4Marks

Empathy Map Canvas – Online Payments Fraud Detection System

- An empathy map is a visual tool used to understand the thoughts, concerns, behaviours, and expectations of online payment users and banking customers. In our Online Payments Fraud Detection project, it helps us analyse how users feel about digital transaction security and fraud risks.
- This tool allows our team to better understand the fears of users regarding unauthorized transactions, financial loss, phishing attacks, and suspicious activities. By viewing the system from the user's perspective, we identify their need for trust, safety, and real-time fraud alerts.
- Creating this empathy map enabled us to design a machine learning–based fraud detection system that not only predicts fraudulent transactions accurately but also ensures users feel secure and confident while performing online payments.

Example 1: Empathy Map – Online Payment Fraud Detection System



Example 2: Online Payment Fraud Detection System Flow

