

## Ideation Phase

### Define the Problem Statements

Date	30 January 2026
Team ID	LTVIP2026TMIDS76029
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

With the rapid growth of online payments, customers are increasingly using digital platforms for money transfers, shopping, and bill payments. However, the rise in fraudulent transactions has created serious concerns about security and financial safety. Many users experience financial loss and stress when unauthorized transactions occur in their accounts.

Customers need a secure and reliable system that can quickly detect suspicious transactions and prevent fraud before major damage happens. Therefore, there is a need for an intelligent fraud detection system that ensures safe, trustworthy, and seamless online payment experiences.

<b>I am</b>	An online payment user who regularly performs digital transactions such as shopping, bill payments, and money transfers.	I depend on online platforms for daily financial activities.
<b>I'm trying to</b>	Complete secure and smooth digital transactions without facing fraud risks or unauthorized access.	I want a safe and trustworthy payment experience.
<b>but</b>	Increasing online fraud cases and cyber threats create barriers during digital transactions.	These risks make online payments unsafe at times.
<b>because</b>	Fraud detection systems are sometimes delayed or not strong enough to identify suspicious transactions immediately.	This allows scammers to exploit system weaknesses.
<b>which makes me feel</b>	Worried, stressed, and uncertain about the safety of my money and personal financial information.	I lose confidence in digital payment platforms.

## Example:



Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
<b>PS-1</b>	An online payment user who regularly performs digital transactions.	Complete secure and smooth online payments.	Increasing fraud cases create risks during transactions.	Fraud detection systems are sometimes delayed or not strong enough.	Worried and stressed about losing money.
<b>PS-2</b>	A digital banking customer who depends on online platforms for daily financial activities.	Trust online payment systems for safe transactions.	Cyber threats and unauthorized access attempts create insecurity.	Security vulnerabilities allow scammers to exploit the system.	Unsafe and uncertain about the safety of my financial information.