

Ideation Phase

Empathize & Discover

Date	30 January 2026
Team ID	LTVIP2026TMIDS76029
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	4 Marks

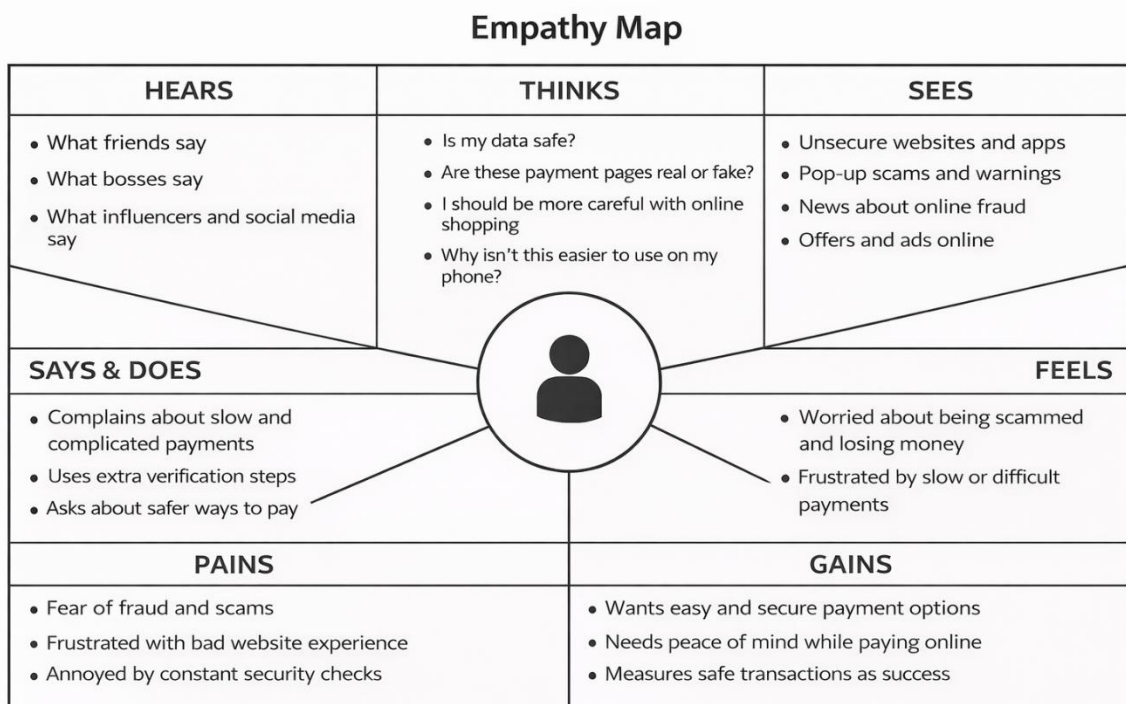
Empathy Map Canvas:

An empathy map is a simple and visual tool used to understand the thoughts, feelings, behaviours, and concerns of online payment users. In our project, it helps us capture how customers experience digital transactions and how they react to online payment fraud risks.

This tool enables our team to better understand users who depend on online platforms for shopping, bill payments, and money transfers. By identifying what users think, feel, see, and experience during digital transactions, we gain deeper insights into their security concerns and expectations.

Creating the empathy map helps us look at the problem from the customer's perspective. It allows us to understand their goals of making secure transactions and their challenges related to fraud, cyber threats, and financial safety. This understanding guides us in designing a more effective and reliable Machine Learning-based fraud detection system.

Example:



Example: Online Payments Fraud Detection System

