FRAUD DETECTOR

OVERVIEW

mission

By equipping businesses and individuals with the power of advanced fraud detection, we aim to significantly reduce financial crime and protect our customers from harm.

product goal

Our goal is to provide businesses with a robust and reliable tool to safeguard customers from financial losses and reputational damage caused by fraudulent behavior.

CUSTOMER SEGMENT

payments apps

e commerce platforms

social media platforms

travel services

USER PAIN POINTS

I ordered a ZYZ mobile phone online However when the courier delivered the package it contained a smartphone from a different company

My daughter clicked on a link in a text message, and as a result money was withdrawn from my account without my authorization

We booked a hotel online based on pictures of luxurious bedrooms However upon arrival our room was not good as in photos, yet they charged us the full rate

PAIN POINT PRIOTIZATION

text message links fraud → **why pick this problem**

85% People Prefer Online Payment Services

34% Fraud Issues Arise from Invalidated Links

20% Rise in Fraud Cases Due to Vulnerable Age Groups
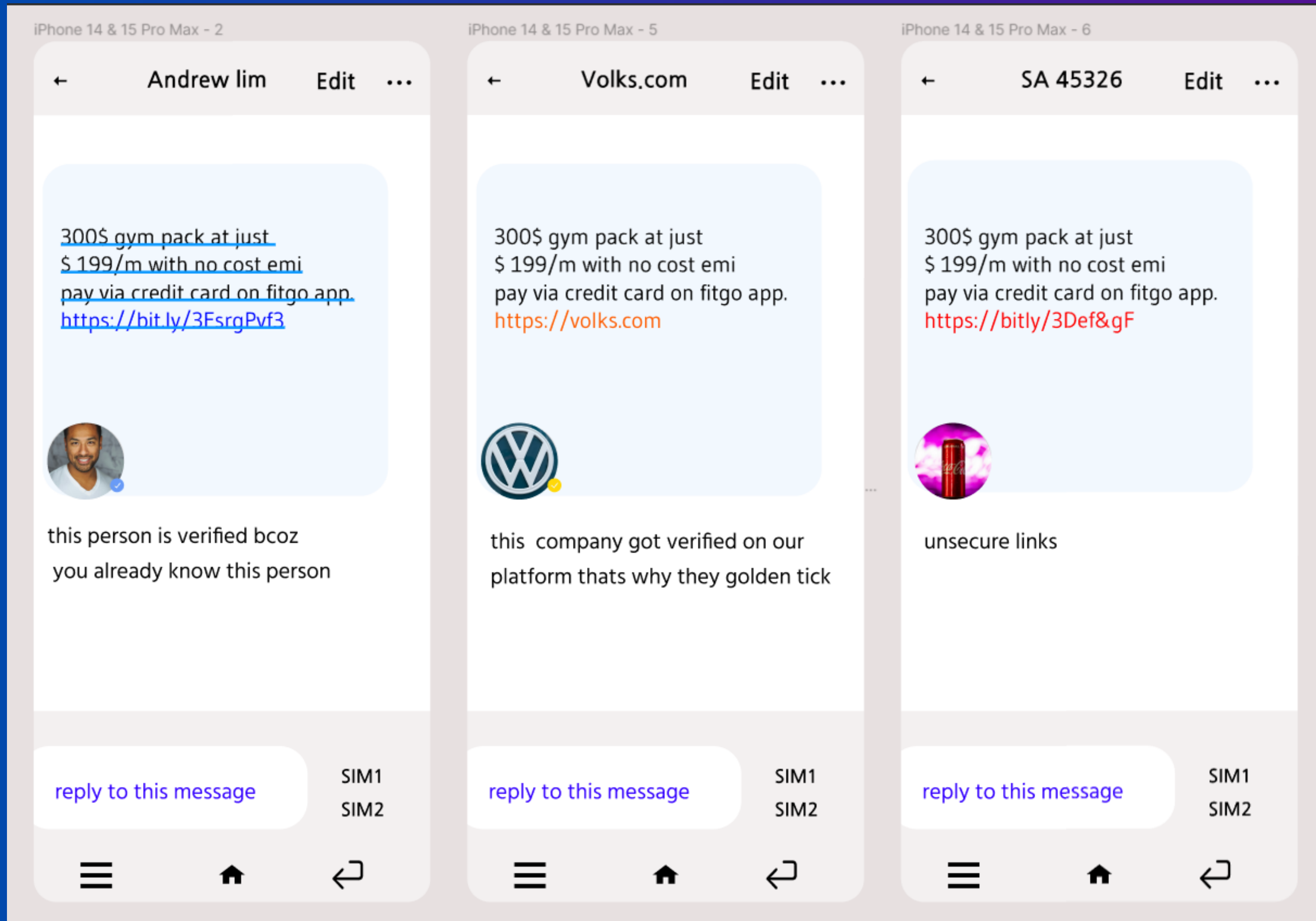
SOLUTION

text message links fraud

Display profile pictures or logos of verified companies alongside text messages to build transparency.
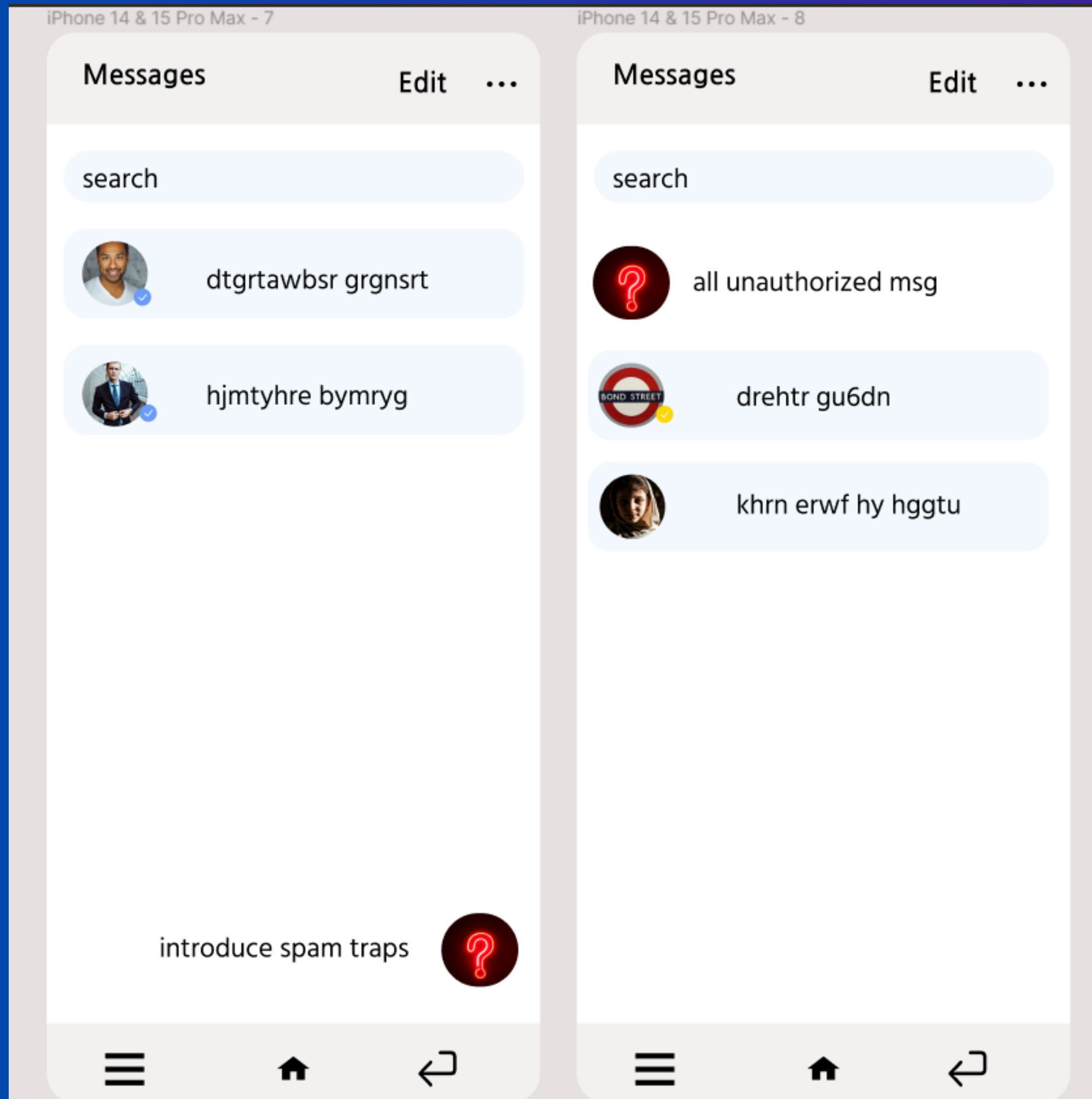
Show links in colors red, orange, and blue to denote their significance:
- Blue: for verified links (your contacts)
- Orange: for verified company logo links
- Red: for insecure links

Introduce spam traps: Allow users to filter messages by selecting only those from people they follow or trust, while the rest remain in spam traps.

features wire frame

solution prioritization

feature	effort	impact	Urgency
Colored Links (Blue, Orange, Red)	medium	medium	high
Verified Company Logos	high	high	high
Spam Traps & User Filtering	high	high	medium

rise in ratings by big organization

app download increase MOM

decrease in spam rate by MOM ,YOY

sucess metrics

Colored Links (Blue, Orange, Red): Reduced user clicks on red links

Spam Traps & User Filtering: Reduced user interaction with spam messages

Verified Company Logos: Increased user trust and reduced clicks on non-verified logos.