# Ideation Phase
# Define the Problem Statements

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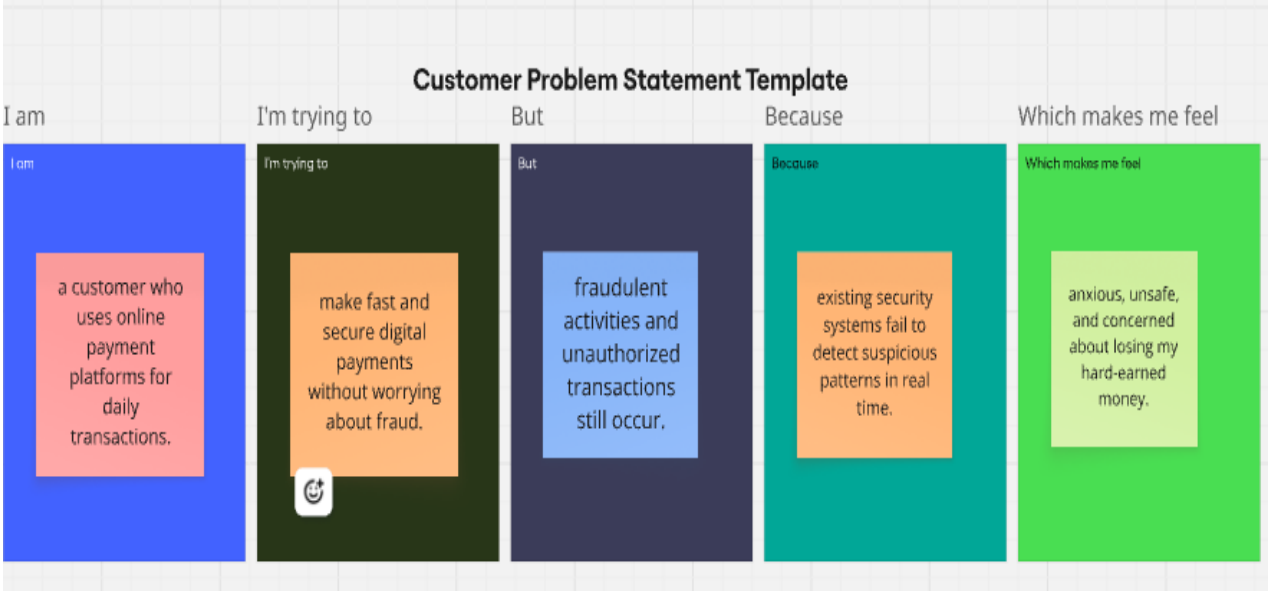
|---|---|
| Date | 31 January 2025 |
| Team ID | LTVIP2026TMIDS79606 |
| Project Name | online payments fraud detection using machine learning |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: https://miro.com/templates/customer-problem-statement/




| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|---|---|---|---|---|---|
| PS-1 | a customer who uses online payment platforms for daily transactions. | make fast and secure digital payments without worrying about fraud. | fraudulent activities and unauthorized transactions still occur. | existing security systems fail to detect suspicious patterns in real time. | anxious, unsafe, and concerned about losing my hard-earned money. |