

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS89328
Project Name	Online Payments Fraud Detection using Machine Learning
Maximum Marks	2 Marks

Customer Problem Statement – Real-Time Payment Fraud Detection System

The Customer Problem Statement helps us understand the concerns and challenges faced by users of online payment systems. It focuses on identifying the real issues customers experience while making digital transactions, enabling us to design a solution that improves their security and confidence.

A clearly defined customer problem statement allows the team to develop an effective fraud detection system that addresses users' fears of unauthorized transactions and financial loss. By understanding the customer's perspective, we can create a solution that not only detects fraud accurately but also builds trust in digital payment platforms.

Throughout this process, the team empathizes with customers to better understand their expectations, concerns, and behavior patterns. This ensures that the developed system provides real-time fraud detection, timely alerts, and a reliable user experience that enhances overall payment security.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the core about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					