Ideation Phase
Define the Problem Statements

Date	15 February 2026
Team ID	LTVIP2026TMIDS88779
Project Name	Online-Payments-Fraud-Detection-using-Machine-Learning
Maximum Marks	2 Marks

Customer Problem Statement Template: Wind Turbine Energy Prediction

Online payment platforms experience increasing fraudulent activities such as unauthorized transactions, identity theft, and balance manipulation. Traditional rule-based systems fail to detect evolving fraud patterns and often generate high false positives.

Empathy Statement:

In the rapidly growing digital payment ecosystem, both financial institutions and customers feel insecure due to increasing fraudulent transactions. They need a smart, real-time fraud detection system that ensures security, trust, and seamless transaction experience.

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