Ideation Phase
Empathize & Discover

Date	
Team ID	LTVIP2026TMIDS40761
Project Name	Online payments fraud detection using ml
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

An Empathy Map Canvas for an online payment user helps us understand the customer's thoughts, feelings, actions, and concerns regarding digital transactions. The customer says they want secure and safe online payments and often questions unauthorized transactions. They think about whether their bank account details are protected and worry about potential hacking or fraud. They regularly use UPI, debit or credit cards for transactions, check SMS alerts, and contact customer support if they notice suspicious activity. Emotionally, they feel fear and anxiety about losing money, frustration when genuine transactions are blocked, and relief when fraud is detected early. This understanding helps in designing a fraud detection system that focuses on security, accuracy, and a smooth user experience.

Reference: https://www.mural.co/templates/empathy-map-canvas