

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS41276
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.

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

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

Example:

<small>I am</small> a traveler	<small>I'm trying to</small> book flights on my phone	<small>but</small> it takes a long time	<small>Because</small> The website is not responsive and doesn't have a mobile version	<small>Which makes me feel</small> Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am an online banking customer	I'm trying to make a secure online payment	But my transaction sometime gets declined or delayed unexpectedly	Because the system flags legitimate transactions as suspicious	Which makes me feel frustrated and worried about my account reliability
PS-2	I am a frequent online shopper	I'm trying to complete payments quickly and safely	But I fear my card or account details may be misused	Because fraudsters exploit weak detection systems and real-time monitoring gaps	Which makes me feel insecure and hesitant to use digital payments