Ideation Phase

Empathize & Discover

Date	29 JANUARY 2026
Team ID	LTVIP2026TMIDS79486
Project Name	Online Payments Fraud Detection Using ML
Maximum Marks	4 Marks

EMPATHY MAP CANVAS

The empathy map illuminates end users' observations, expressions, actions, and influences in the context of credit/debit card fraud detection. It reveals a landscape of observed and imagined behaviors, verbalized concerns, and emotional responses. Users actively engage in monitoring transactions, seek assurance, and harbor hopes for a seamless and secure financial experience. Influenced by trust, experiences, and external factors, the map informs user-centric decisions crucial for the project's success.

Team Members

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Empathy Map