

Ideation Phase

Empathize & Discover

Date	15 October 2023
Team ID	Team-592483
Project Name	Project - Online Payments Fraud Detection Using ML
Maximum Marks	10 Marks

Empathy Map Canvas:

An empathy map is a straightforward and visually intuitive representation that compiles information about a user's actions and mindset. This tool serves as a valuable resource for teams seeking to gain deeper insights into their users. To devise a successful solution, it is crucial to grasp the actual issue at hand and gain a comprehensive understanding of the individual undergoing it. The process of constructing this map encourages participants to view matters through the user's lens, taking into account their objectives and obstacles.

Example:

The image shows a template for an Empathy Map Canvas. It is a large rectangle divided into several sections around a central figure of a person's head and shoulders. The sections are numbered 1 through 7, each with a specific question and sub-questions. The central figure has a large open mouth, a small eye, and a large ear. The sections are: 1. WHO are we empathizing with? (Who is the person we want to understand? What is the situation they are in? What is their role in the situation?) 2. What do they need to DO? (What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?) 3. What do they SEE? (What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?) 4. What do they SAY? (What have we heard them say? What can we imagine them saying?) 5. What do they DO? (What do they do today? What behavior have we observed? What can we imagine them doing?) 6. What do they HEAR? (What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?) 7. What do they THINK and FEEL? (PAINS: What are their fears, frustrations, and anxieties? GAINS: What are their wants, needs, hopes and dreams?) There is also a section for 'GOAL' at the top center and a section for 'What other thoughts and feelings might motivate their behavior?' at the bottom center. The template includes fields for 'Designed for:', 'Designed by:', 'Date:', and 'Version:' at the top. At the bottom, it says 'Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/' and '© 2017 Dave Gray, xplane.com'.

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

GOAL

What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>
© 2017 Dave Gray, xplane.com

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

Original Mural link:

<https://app.mural.co/t/onlinepaymentfrauddetection6589/m/onlinepaymentfrauddetection6589/1697043624993/02eb0dd23de9bc4d65d00c3a48ca08f0a1c10f01?sender=uc2f8cfda9230cabba5b36575>

Example: ONLINE PAYMENTS FRAUD DETECTION USING ML

