

Ideation Phase

Define the Problem Statements

Date	20 February 2026
Team ID	LTVIP2026TMIDS65668
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					

