

## 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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<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
<b>because</b>	<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
<b>which makes me feel</b>	<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					
PS-2					

