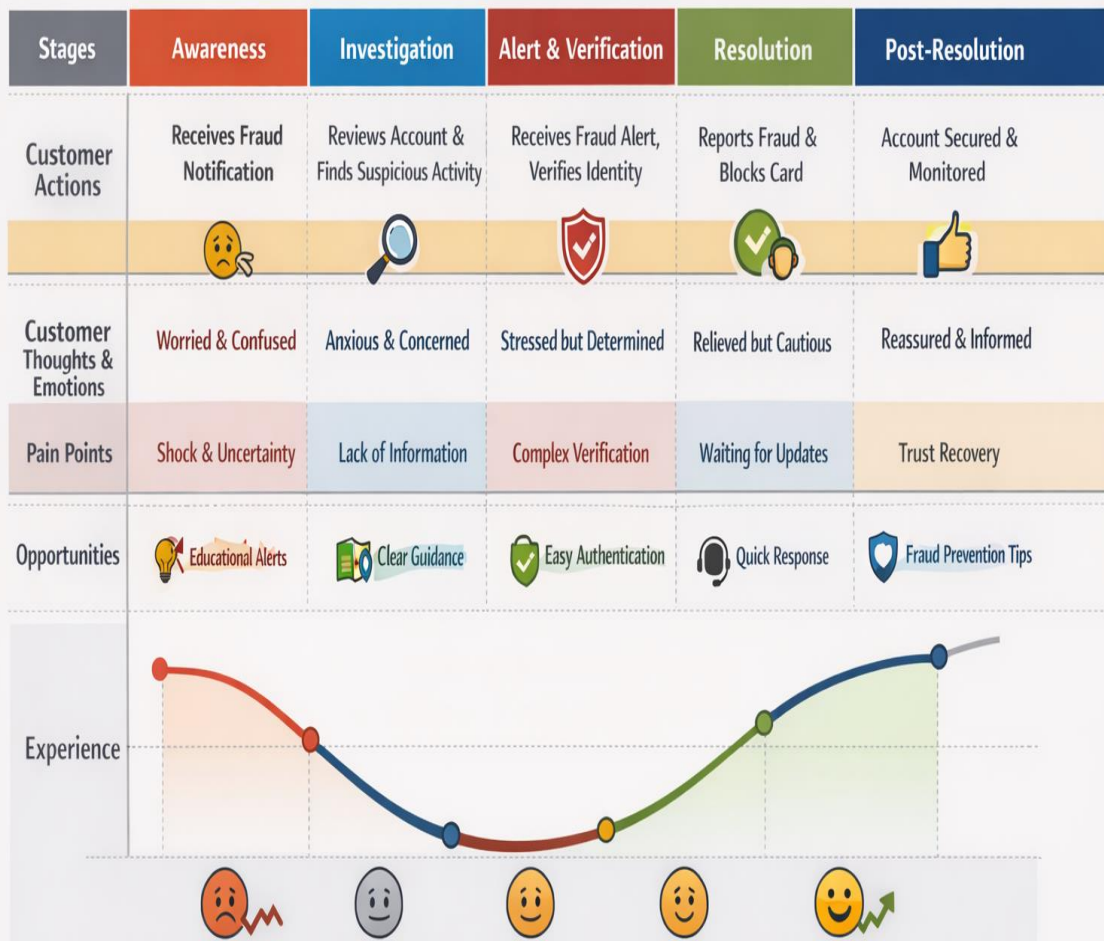


Requirements Analysis

Customer Journey Map Report

Date	14 February 2026
Team ID	LTVIP2026TMIDS54062
Project Name	Online Payments Fraud Detection using Machine Learning

Customer Journey Map for Online Payments Fraud Detection



Customer Persona: Digital Banking Customer / Online Payment User



Key Insights:

- Customers expect **real-time fraud detection and instant alerts**.
- Simple and clear communication reduces panic during fraud incidents.
- Easy verification processes increase customer trust.
- Faster refund processing improves overall customer satisfaction.
- Continuous monitoring and fraud education build long-term loyalty.