

## Ideation Phase

### Empathize & Discover

Date	15 February 2026
Team ID	LTVIP2026TMIDS73723
Project Name	Online payment fraud detection using machine learning
Maximum Marks	4 Marks

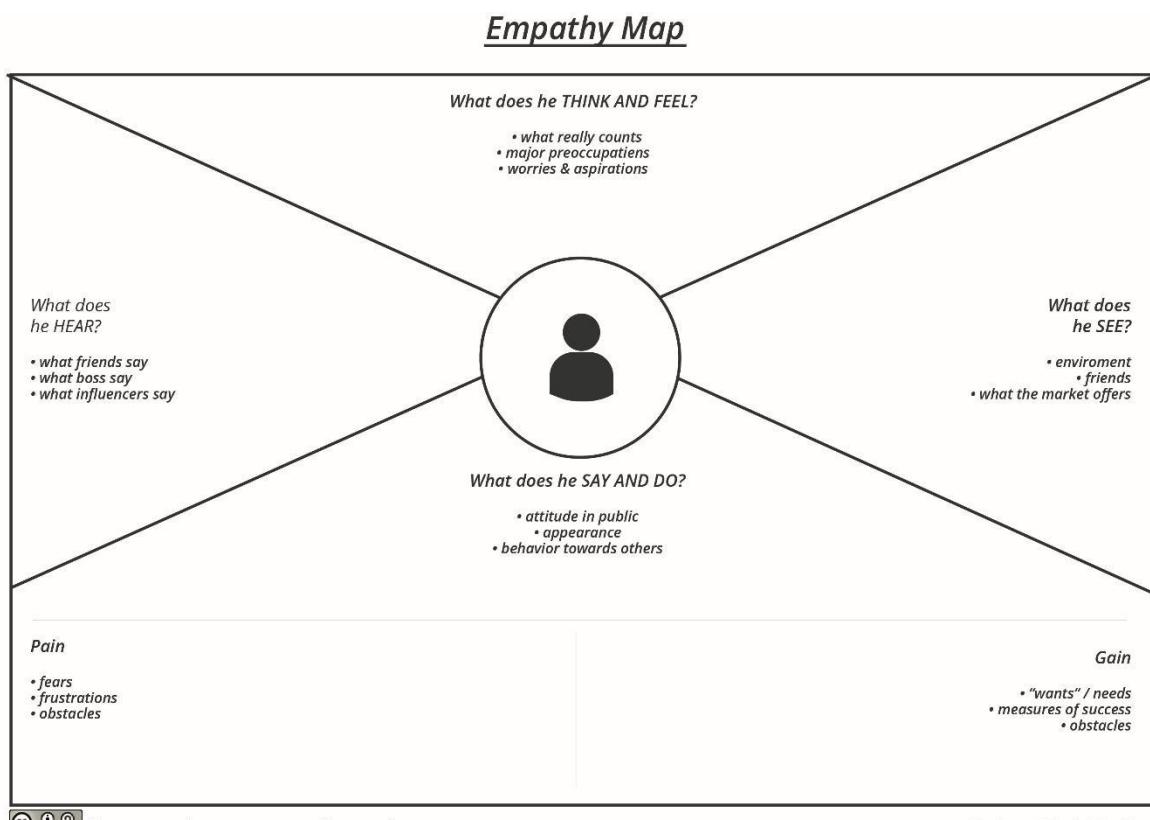
#### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

#### **Example:**



Business Model Toolbox

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

## Example: Food Ordering & Delivery Application

