

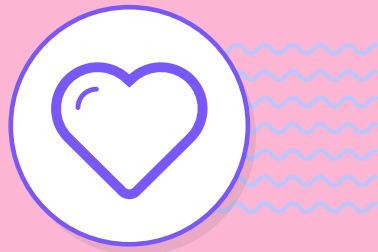
Ideation Phase

Empathize & Discover

DATE	16-10-2023
TEAM ID	Team-593025
PROJECT NAME	<u>Online Payments Fraud Detection Using ML</u>
MAXIMUM MARKS	4 Marks
TEAM LEADER	SHIVAM KUMAR(21BPS1039)
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Empathy Mapping for Online Payments Fraud Detection Using ML

Empathy mapping proves invaluable in the realm of online payments fraud detection, where the intersection of technology and human experience is crucial. Within this landscape, data scientists are driven by the sense of accomplishment when fine-tuning ML models, even as they confront the complexities of data preprocessing and the challenges of model accuracy and interpretability. Meanwhile, fraud analysts toil relentlessly under the weight of high caseloads, as they strive to uncover fraudulent patterns, and online merchants remain vigilant in their pursuit of secure transactions while balancing concerns like false positives and customer friction. To develop effective solutions in this critical domain, it's imperative to embrace the emotions and concerns of these stakeholders and users, allowing for a holistic understanding of the ever-evolving landscape of online payments fraud detection.



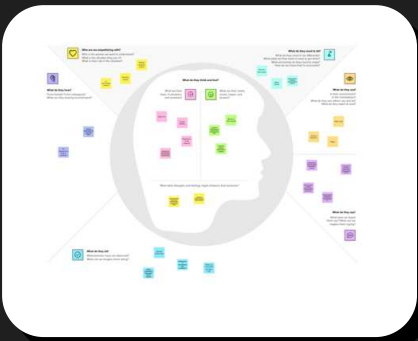
Empathy map canvas

Online Payments Fraud Detection Using MI

Originally created by Dave Gray at



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Online Payments Fraud Detection Using MI

To instill confidence in online transactions, our project aims to understand and address the concerns of both end users and businesses. By deploying advanced fraud detection algorithms, we seek to create a seamless payment experience while safeguarding against potential threats. Through this, we aspire to contribute to a secure and trustworthy e-commerce environment

