

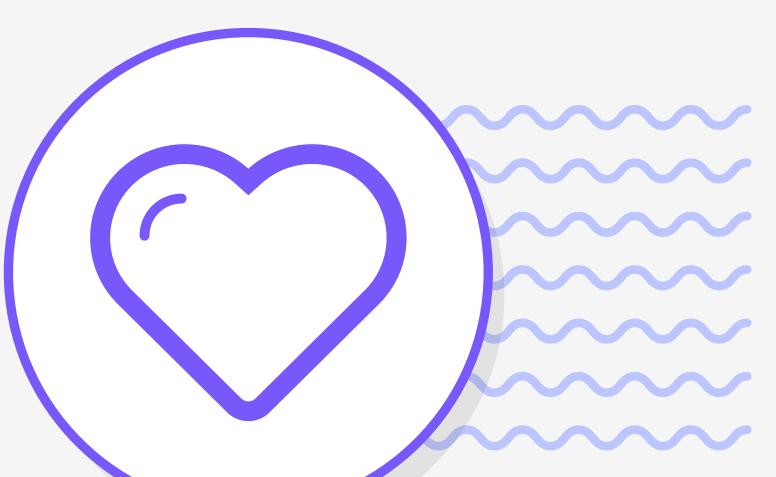
# Detection.

This is the empathy mapping for our upcoming project. Which uses Machine Learning Algorithms to detect fraudulent uses of online payment system. This is a project targeted towards user who want to prevent misuse of their monetary details.

Originally created by Dave Gray at

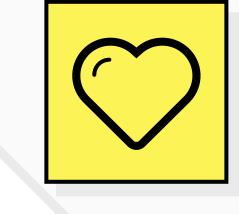






# Online Fraud Detection using ML.

This is the empathy mapping for our upcoming project. Which uses Machine Learning Algorithms to detect fraudulent uses of online payment system.



## WHO are we empathizing with?

we want to understand people who use online payment, we need to put ourselves in their shoes. Imagine being able to shop or pay bills with just a few clicks, without ever having to leave your house - pretty convenient, right.



### What do they HEAR?

When you make a successful payment online, it's common to receive a confirmation message, receipt email, or notification sound to let you know that everything went through smoothly. These notifications can be really helpful for keeping track of your transactions and giving you peace of mind. But just remember to be careful and doublecheck that these notifications are from a legitimate source. Unfortunately, scammers sometimes use fake notifications to try to trick users into giving away their personal information or making fraudulent payments.



Why is this payment taking too much time....

Is my data safe...



## What do they THINK and FEEL?

Frauds and Cheats

In the context of online payment systems, there has been a

notable prevalence of fraudulent activities in recent times.

This phenomenon has raised concerns regarding the

security of such systems and the need for enhanced

measures to mitigate the risks associated with online

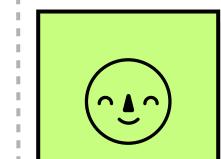
## **PAINS**

Online payment systems can pose various challenges for even legitimate users. Slow or cumbersome payment processes, data breaches, and confusion during transactions are common issues that must be addressed



"Within the realm of online payment systems, potential fraudulent activities are an ongoing concern. As a business or academic entity, it is imperative to remain vigilant and take proactive measures to safeguard against such threats

financial transactions.



A legitimate user sees a payment page with fields to enter personal and payment information. They see confirmation messages after a successful transaction.

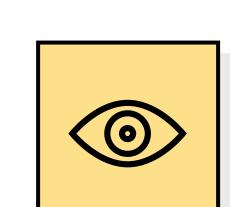


Legitimate users of online payment systems seek a secure and seamless payment experience, convenience, and above all, trust in the platform

## What do they need to DO?

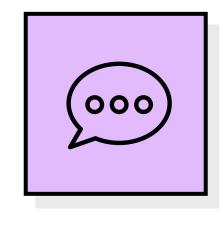
When it comes to making online payments, users must be aware of the steps involved and the potential risks. It's crucial to stay informed about terms like "payment processing," "payment gateway," "payment confirmation," "credit card verification," and "transaction completed successfully." Users must also be diligent about following security measures such as verification codes and two-factor authentication





## What do they SEE?

When user're making an online payment, you might hear terms like "payment processing," "payment gateway," "payment confirmation," "credit card verification," and "transaction completed successfully." You might also come across security measures like verification codes and two-factor authentication



## What do they SAY?

When someone is using online payment, it's great to see them providing accurate information, following the payment steps, and reaching out to customer support



It's always good to have friendly and helpful people using online payment services.

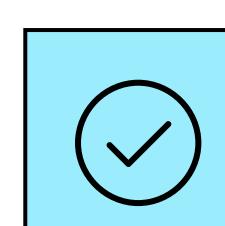


To make an online payment, it's important to follow the bank's guidelines and instructions. This will ensure that the payment process goes smoothly and without any issues.

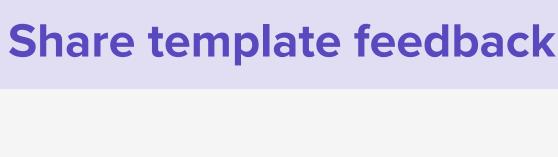


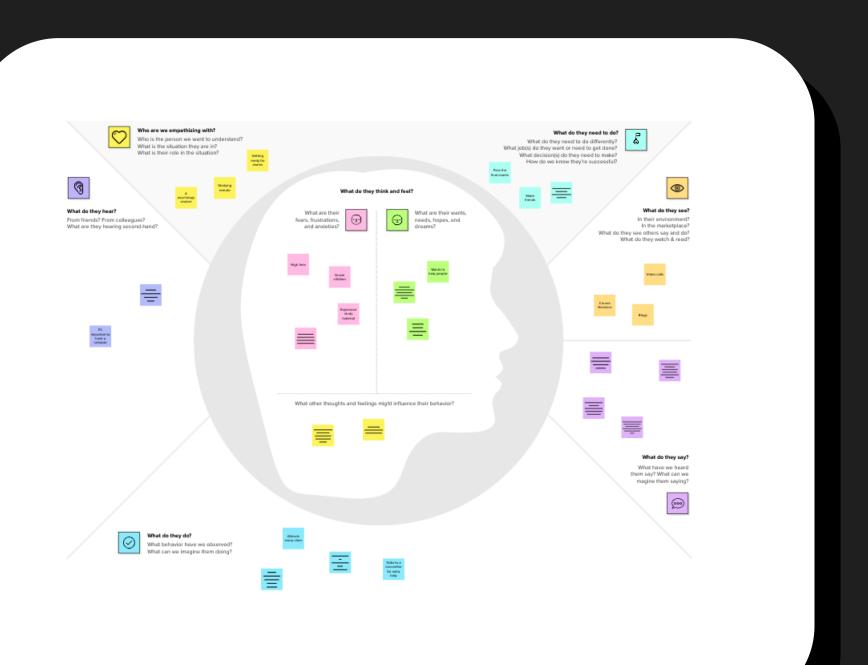
# What do they DO?

Legitimate users are usually the ones who provide accurate information,



smoothly follow the payment process steps, and feel free to reach out to customer support in case they have any queries or issues.





Need some inspiration? See a finished version of this template to kickstart your work.



