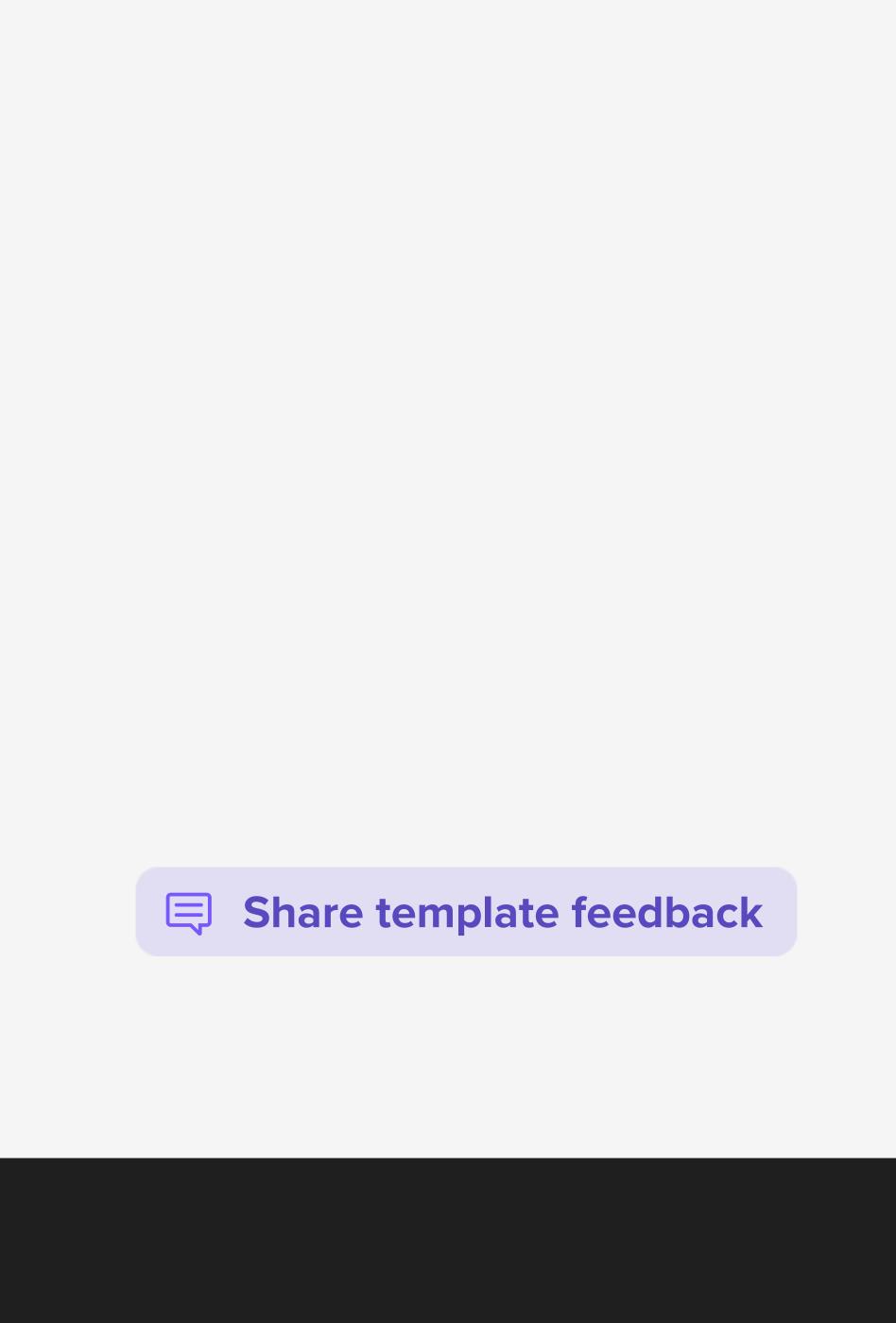


canvas

Online Payments Fraud Detection Using MI

Originally created by Dave Gray at

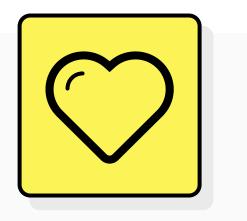






Online Payments Fraud Detection Using MI

This project aims to enhance online payment security by developing a robust fraud detection system. It addresses the growing challenges posed by increasing internet-based transactions and associated fraud. The project will leverage classification algorithms to detect fraudulent activities, and the best-performing model will be integrated into a Flask system and deployed on IBM infrastructure. The ultimate goal is to protect online financial transactions from fraudulent activities and ensure a secure and trustworthy online payment environment.



WHO are we empathizing with?

their financial

security and wants

to protect

themselves from

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

with merchants an

payment

processors in

online payments

fraud detection.

They are losing money to online payments fraud.

Trying to make a

purchase online,

the security of their

but worried about

financial

information

To protect their businesses and their customers from fraud.

GOAL

need to adopt new technologies and strategies to detect and prevent online payments fraud.

Prevent online payments fraud to protect their customers.

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

News articles

about fraud

cases and

trends

Warnings

about

phishing

scams

I'm tired of

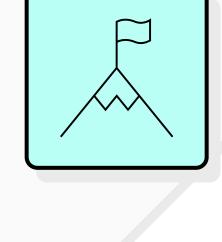
losing money

to fraudsters.

I use strong

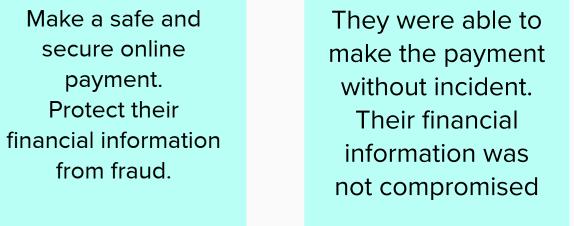
two-factor

authentication











What do they see in the marketplace?

What are they watching and reading?

What do they see others saying and doing?

Ads for fraud

prevention

services

Security

badges on

I'm careful

about what

websites I enter

my payment information on

I'm hesitant to

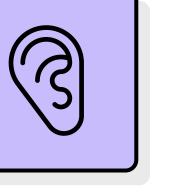
click on links in

emails or text

messages from

What do they see in their immediate environment?

What do they SEE?



What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

New types of fraud that are emerging, as well as the latest scams that fraudsters are using.

Don't click on links in emails from unknown senders

The financial and reputational damage that online payments fraud can cause businesses.

Payments fraud damaging reputation, leading to a decline in sales and loyalty.

You need to be careful about where you shop online

You need to be

careful about

where you shop

online



What are their fears, frustrations, and anxieties?

Afraid of losing money to fraud transaction and also worried abt their reputation in market

Frustrated with fake transactions that lead to financial losses and reputational

Trust

The consumer's

trust in the

online retailer o

business

Fear

The fear of

missing out on a deal or

The financial loss from having my account compromised.

The hassle of

dealing with banks and credit bureaus to cancel cards and dispute charges

Urgency

the consumer

needs to make

the payment

quickly

Overconfidence

The consumer's

belief that they

are not at risk of

being scammed

What other thoughts and feelings might influence their behavior?

The ease with

make the

fraud

The feeling of being violated **GAINS**

threats.

What are their wants, needs, hopes, and dreams?

Develop and The convenience provide affordable and shop and pay for effective fraud things online prevention without having to solutions worry about fraud

Educate The satisfaction of knowing that I'm shopkeepers helping to keep about the latest myself and others fraud trends and safe from

scammers

I monitor my passwords and

and bank statements regularly

Increasing

rates of online

payments

fraud

Social media

posts from people

who have been

victims of fraud

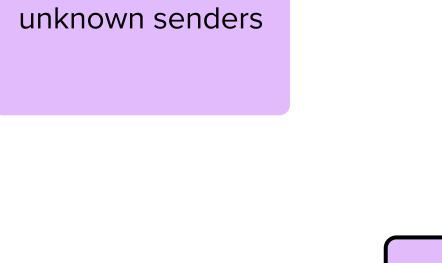
I want to be

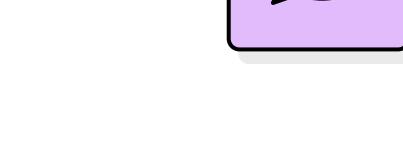
able to trust the

customers who

are buying from

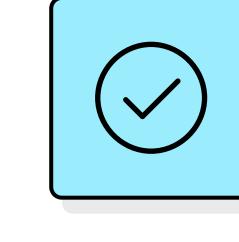
me online.





What do they SAY?

What have we heard them say? What can we magine them saying?



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

checking the customer's billing address and credit card information against databases of known fraudsters.

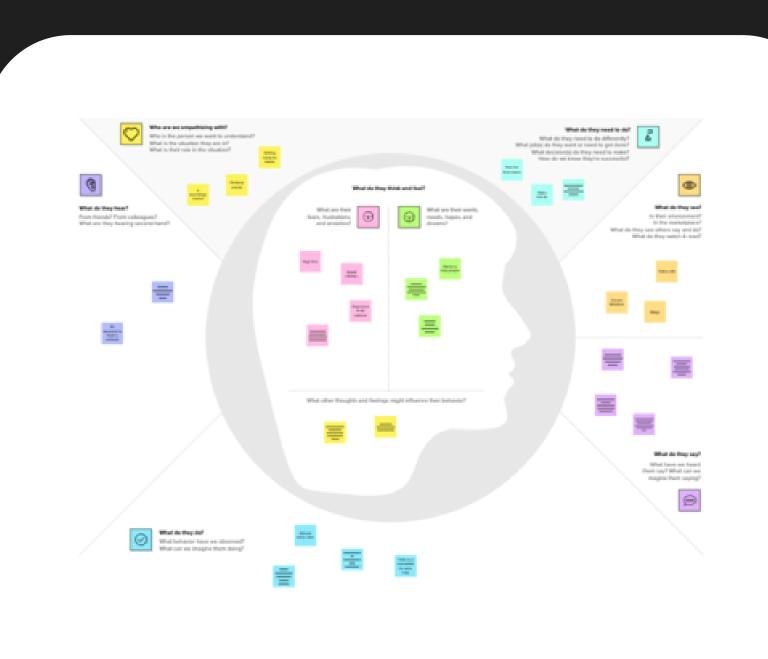
Shopkeepers who have been scammed in the past are more likely to take steps to prevent future scams

Use more advanced fraud detection technologies

Take steps to protect myself from fraud, such as using strong passwords and two-factor authentication

Monitor my bank statements and credit reports for suspicious activity

Be careful about what information I share online Report any suspected fraud to the authorities



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