

Empathy Map

Think and feel

Hear

See

Say and do

Pain

Gain

Security incidents and fraudulent activities.

Security Recommendations And best practices form online resources.

Positive and negative both experience form friends .

Is this secure to trust for online payments ?

Anxieties.

How they indentify unauthorized transaction ?

Frustration.

Second -hand information about latest froud prevention using technologies.

Prevalence of online and mobile payment.

Friends are increasingly using online payments.

Fraud-related news and warnings.

Wide range of services require only online payment.

Express confidence in their payment methods.

While discussing payment security Maintain professional appearance.

Mention preference for services.

Follow best practices for securing accounts.

Fear of frauds

Lengthy and complex security measures

The potential loss of funds due to fraud

Effective fraud detection and prevention

Streamlined, user-friendly security measures

Protection from fraudulent transaction