

Ideation Phase

Define the Problem Statements

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| Date | 18 February 2026 |
| Team ID | LTVIP2026TMIDS65799 |
| Project Name | Online Payments Fraud Detection using Machine Learning |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

| | | |
|----------------------------|--|---|
| I am | Describe customer with 3-4 key characteristics - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - what bothers them most? | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - what needs to be solved? | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



| Problem | I am | I'm trying to | But | Because | Which makes me feel |
|---------|------|---------------|-----|---------|---------------------|
|---------|------|---------------|-----|---------|---------------------|

| Statement (PS) | (Customer) | | | | |
|-----------------------|---------------------------------|---|--|--|---|
| PS-1 | an online payment user | complete digital transactions safely and quickly | I am worried about fraudulent transactions and cyber fraud | fraud detection systems are not always accurate or real-time | unsafe and anxious while making online payments |
| PS-2 | a bank or financial institution | protect customers from fraudulent online payment transactions | traditional rule-based systems fail to detect complex fraud patterns | fraudsters continuously develop new techniques | concerned about financial loss and customer trust |