**Empathy map of Online payments fraud detection**

An empathy map is a collaborative visualization tool that helps teams understand the thoughts, feelings, and needs of their users. It is a powerful tool for building empathy, which is essential for designing products and services that are truly user-centered. It help teams and designers gain a deeper understanding of their users or target audience, leading to more effective and user-centered solutions.

Empathy maps are typically divided into four quadrants:

* Says: What does the user say? This could include direct quotes from user interviews or surveys, as well as observations of how the user talks about their needs and problems.
* Thinks: What is the user thinking? This includes the user's beliefs, assumptions, and motivations. It can be helpful to ask yourself "why" the user says and does the things they do.
* Feels: What is the user feeling? This includes the user's emotions, both positive and negative. It is important to consider the user's emotional state when designing products and services.
* Does: What does the user do? This includes the user's observable behaviors, such as how they use products and services, or how they interact with others.

**Online payments fraud detection**

Creating an empathy map for an online fraud payment system involves understanding the thoughts, feelings, and behaviors of both legitimate users and potential fraudsters in the context of using the system . An empathy map for an online fraud payment system allows designers to better understand the motivations and behaviors of both legitimate users and potential fraudsters.

