

## Ideation Phase

### Define the Problem Statements

Date	10 February 2026
Team ID	LTVIP2026TMIDS54415
Project Name	Online Payment 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:**



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A digital payment user who frequently uses UPI/credit/debit cards for online transactions	To complete secure and fast online payments	I am worried about fraud and unauthorized transactions	Fraudsters use advanced techniques and current systems may not detect fraud instantly	Anxious, insecure, and stressed about losing money
PS-2	A bank or financial service provider handling thousands of daily transactions	To prevent fraudulent transactions while ensuring smooth customer experience	It is difficult to detect fraud in real-time without blocking legitimate users	Fraud patterns constantly evolve and datasets are highly imbalanced	Pressured, concerned about financial loss and customer trust