

Ideation Phase

Empathize & Discover

Date	12 Feb 2026
Team ID	LTVIP2026TMIDS65535
Project Name	Gemini Pro Financial Decoder: Transforming Complex Data into Actionable Insights
Maximum Marks	4 Marks

Empathy Map Canvas

An empathy map helps understand the **user's mindset, challenges, and needs** while dealing with complex financial data. This ensures the solution is user-centric and practically useful.

Example:

Designed for

Designed by

Date

Version

EMPATHY MAP CANVAS

1
WHO are we empathizing with?

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

6
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?

GOAL

GOAL

2
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?

3
What do they SEE?

- › What do they see in the marketplace?
- › What do they see in their immediate environment?
- › What do they see others saying and doing?
- › What are they watching and reading?

7
What do they THINK and FEEL?

4
What do they SAY?

☹️
PAINS
 What are their fears, frustrations, and anxieties?

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

i What other thoughts and feelings might motivate their behavior?

5
What do they DO?

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

GOAL

GOAL

3
What do they SEE?

- › What do they see in the marketplace?
- › What do they see in their immediate environment?
- › What do they see others saying and doing?
- › What are they watching and reading?

4
What do they SAY?

- › What have we heard them say?
- › What can we imagine them saying?

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