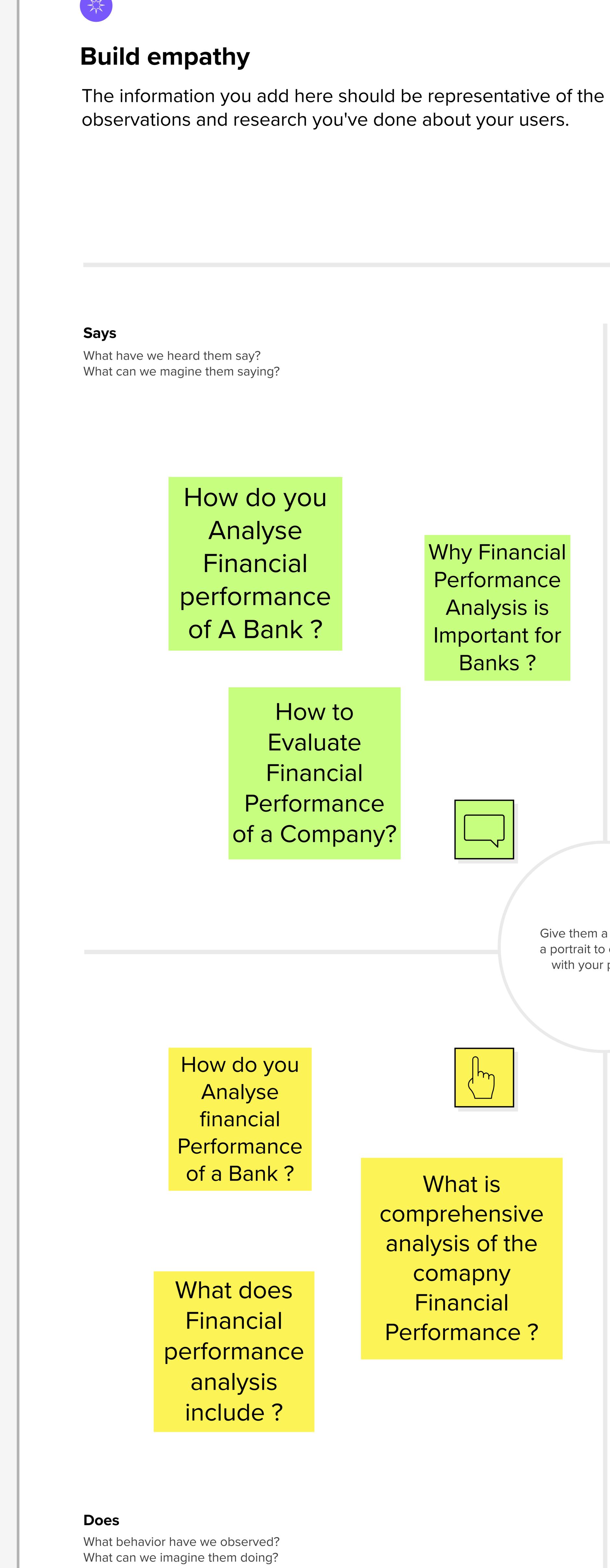


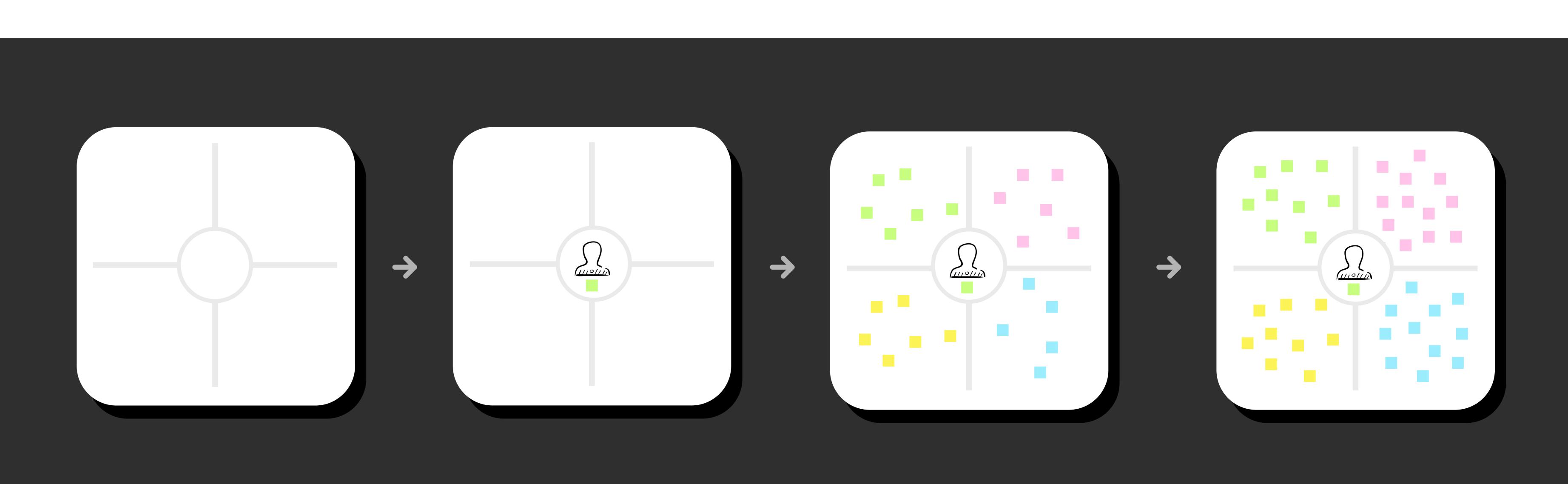
Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Need some inspiration? See a finished version of this template to kickstart your work. Open example ->

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Thinks

What are their wants, needs, hopes,

What are the

Financial

factors

affecting

Performance?

Why Financial

Performance

Analysis is

Important for

Banks?

What is

comapny

Financial

Give them a name and

a portrait to empathize

with your persona.

 \sim

What is the

purpose of

Financial

Performance

and dreams? What other thoughts

might influence their behavior?

What can be

found in

Financial

Performance?

Why is

Financial

Performance

Important?

What is an

example of

Financial

performance?

What are the

three

elements of

Financial

Performance?

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

Feels