

## Ideation Phase

### Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID20494
Project Name	AI based discourse for banking industry
Maximum Marks	4 Marks

### Empathy Map Canvas:

Template

## 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.

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### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

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### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

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

I need some  
reliable  
information

I want to  
only pay to  
create a bank  
account

Has the  
account been  
checked so  
far?

Is the  
information  
being  
provided  
accurate?

Will it support  
an exchange?

Will the  
queries be  
resolved in  
time?

#### Thinks

What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

#### Feels

What are their fears, frustrations, and  
anxieties? What other feelings might  
influence their behavior?

#### Does

What behavior have we observed?  
What can we imagine them doing?

#### Pains:

Fear of  
losing  
payments  
via chat

Fear of  
looked into

#### Gains:

easy  
navigation

faster  
response