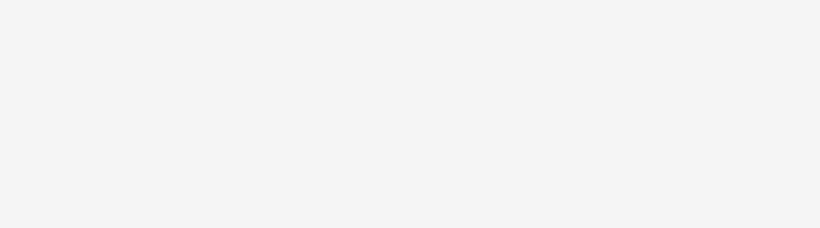


## canvas

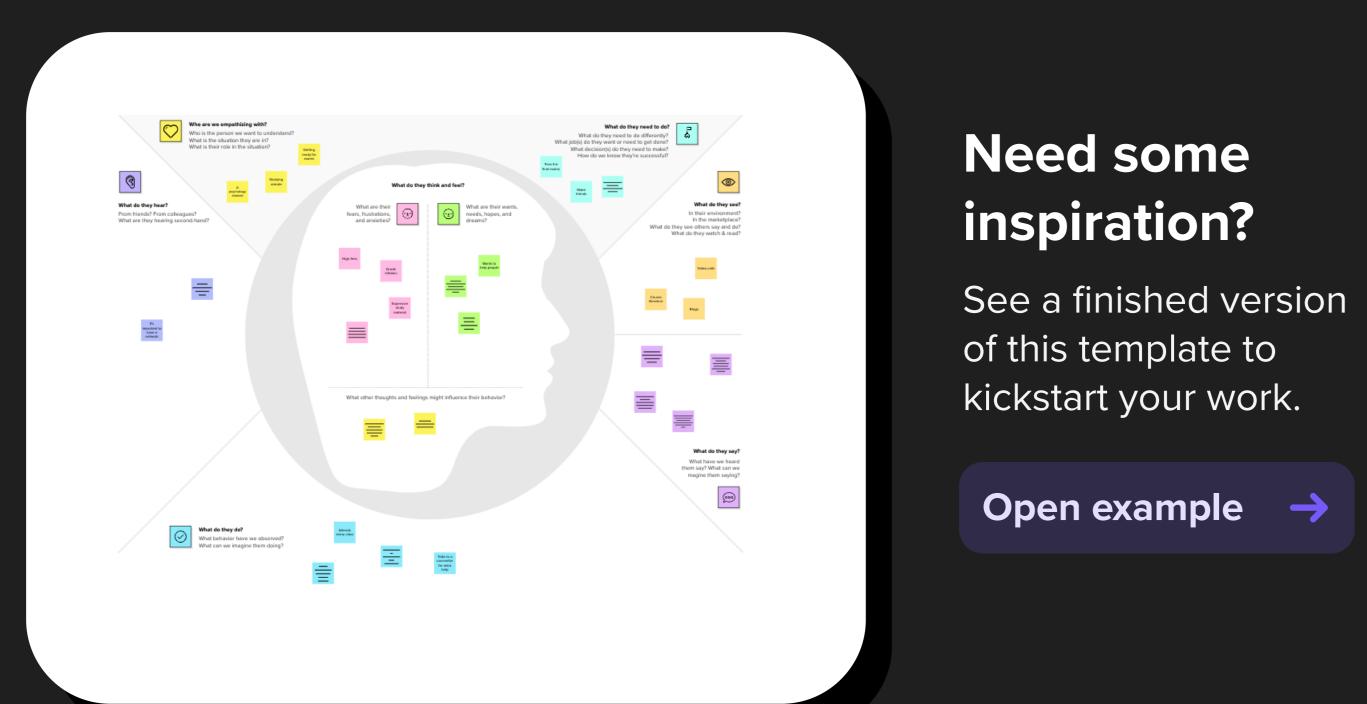
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





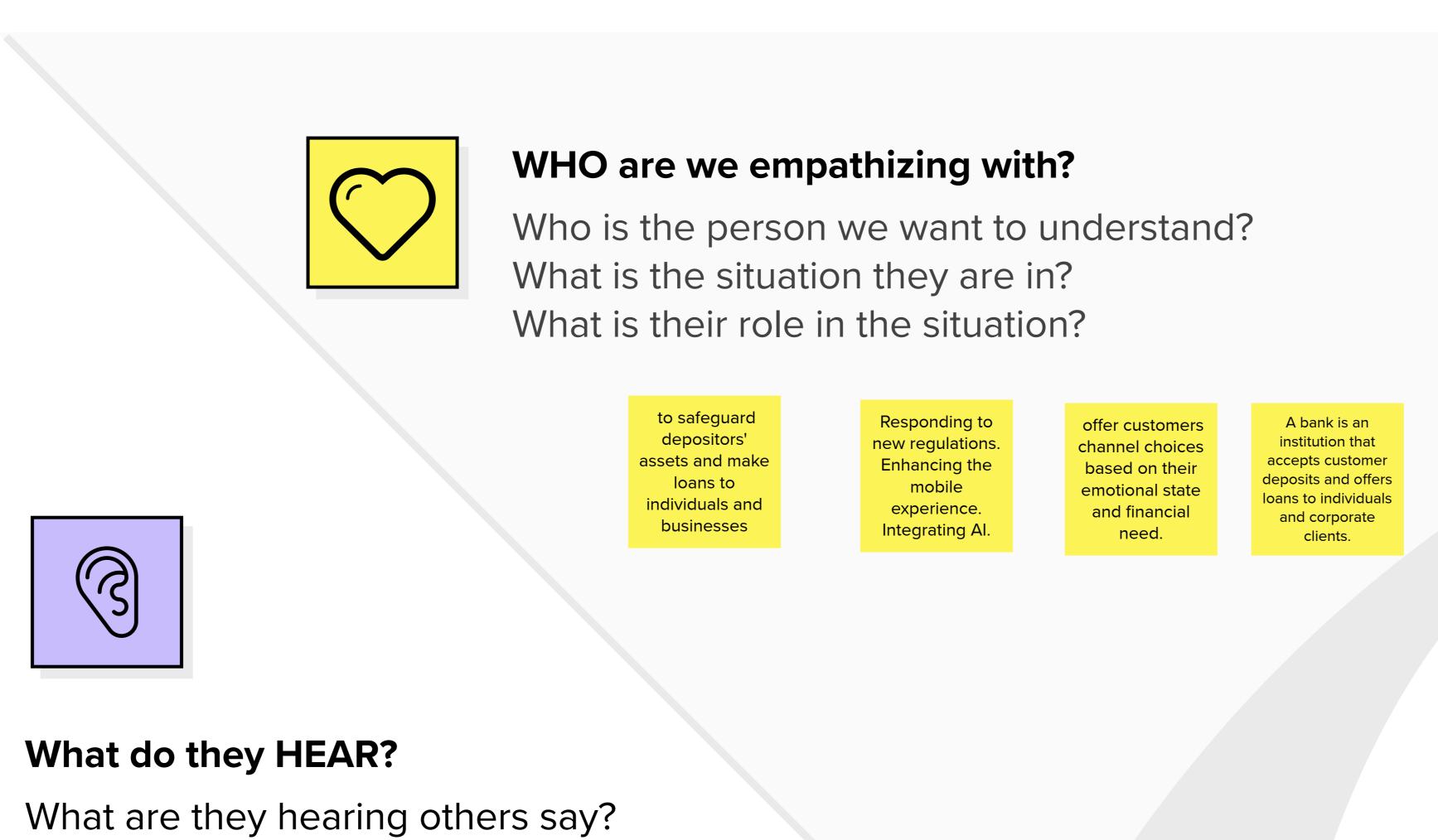






## Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What are they hearing from friends?

What are they hearing second-hand?

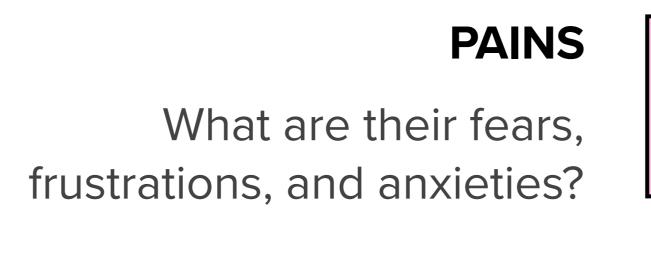
What are they hearing from colleagues?

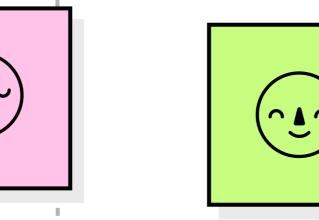
Safeguarding, transferring, lending, and exchanging money in various forms, along with evaluating credit-worthiness of customers

What do they THINK and FEEL?

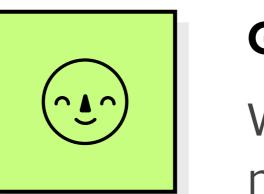
What other thoughts and feelings might influence their behavior?

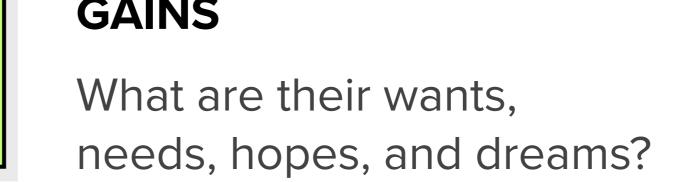
Through pursuit of ethical practices, banks can acquire brand reputation. This should help them expand customer base and increase income.

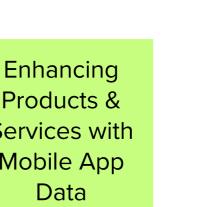




**GOAL** 









provide a safe place for consumers and business owners to stow their cash and a source of loans for personal purchases and business ventures.

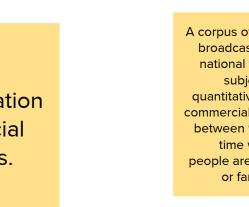
What do they need to DO?

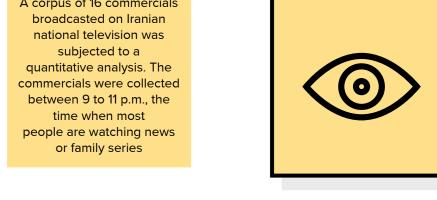
What do they need to do differently?

What decision(s) do they need to make?

How will we know they were successful?

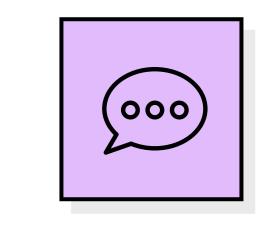
What job(s) do they want or need to get done?





## 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?



## What do they SAY?

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





