

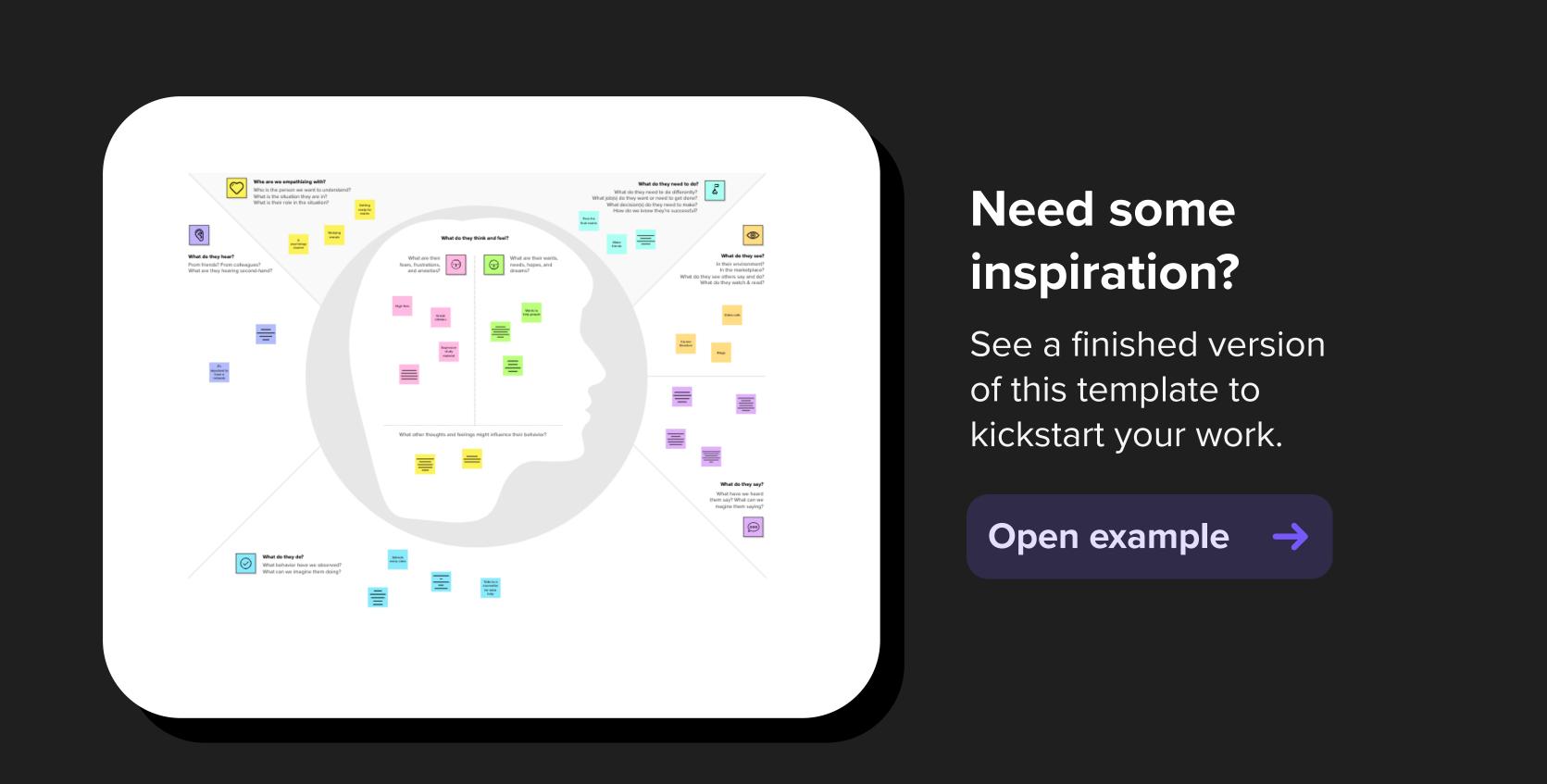
## Empathy map canvas

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



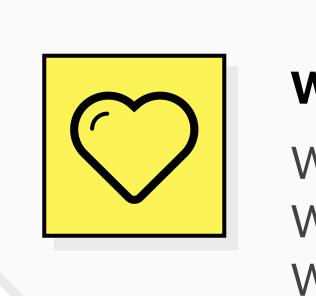
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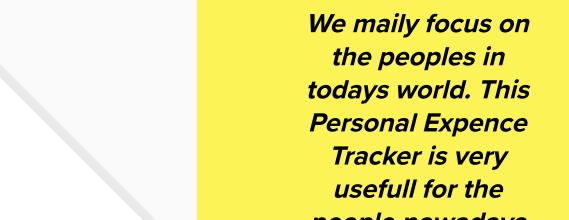
## Develop shared understanding and empathy

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.



## 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?



# There role is to

### update what are the expenses they are done and setting the limit to not cross the limit of amount

usage.

## What do they HEAR? What are they hearing others say? What are they hearing from friends?

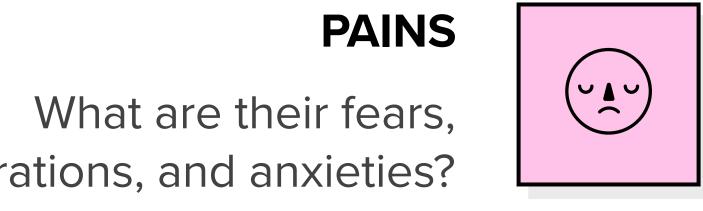
What are they hearing from colleagues? What are they hearing second-hand?

> They ask or discuss with their friends as how to overcome from this money issues. Sometimes it's really hard to accept that we have crosses our money limit.

> > Instead of using the handwritten notes of our expenses usage their may be a human error it can be possible



What do they THINK and FEEL?



What are their wants,

their expenses and

their expectation is to

not be lack of money

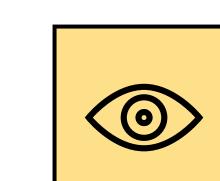
issues.

Their only need is this Their only fear is that the app should maintains app will be work in the right way or is their any one who can access have money in the last those information in an wrong manner. The data of the month. It should are may be leaks are their fears about this app.

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?

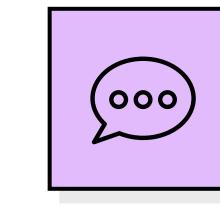
They hearing a lot about the offers and some extra products by buying those their

They just reading and finding the lot ways to reduced their expenses. But they doesn't realize that is totally happens because of the



## What do they SEE?

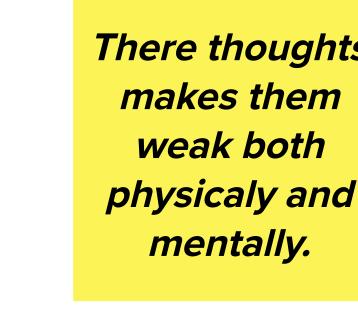
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



## What do they SAY?

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

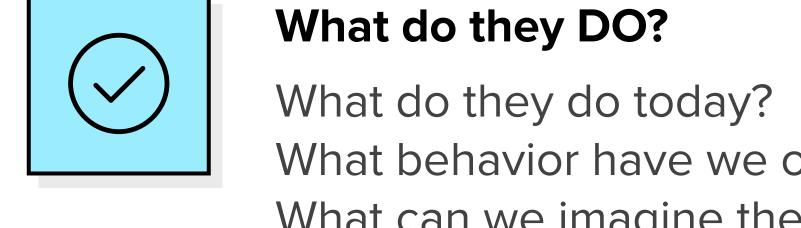
> They are using those efficient way but at the last of month their is a lack of money.





What other thoughts and feelings might influence their behavior?





## What do they DO?

What behavior have we observed? What can we imagine them doing? Due to this lack of money issues their happiness would be lost, They become more frustrated

Due to some sudden money issue they will move on for the loans that makes them more in depressed state

