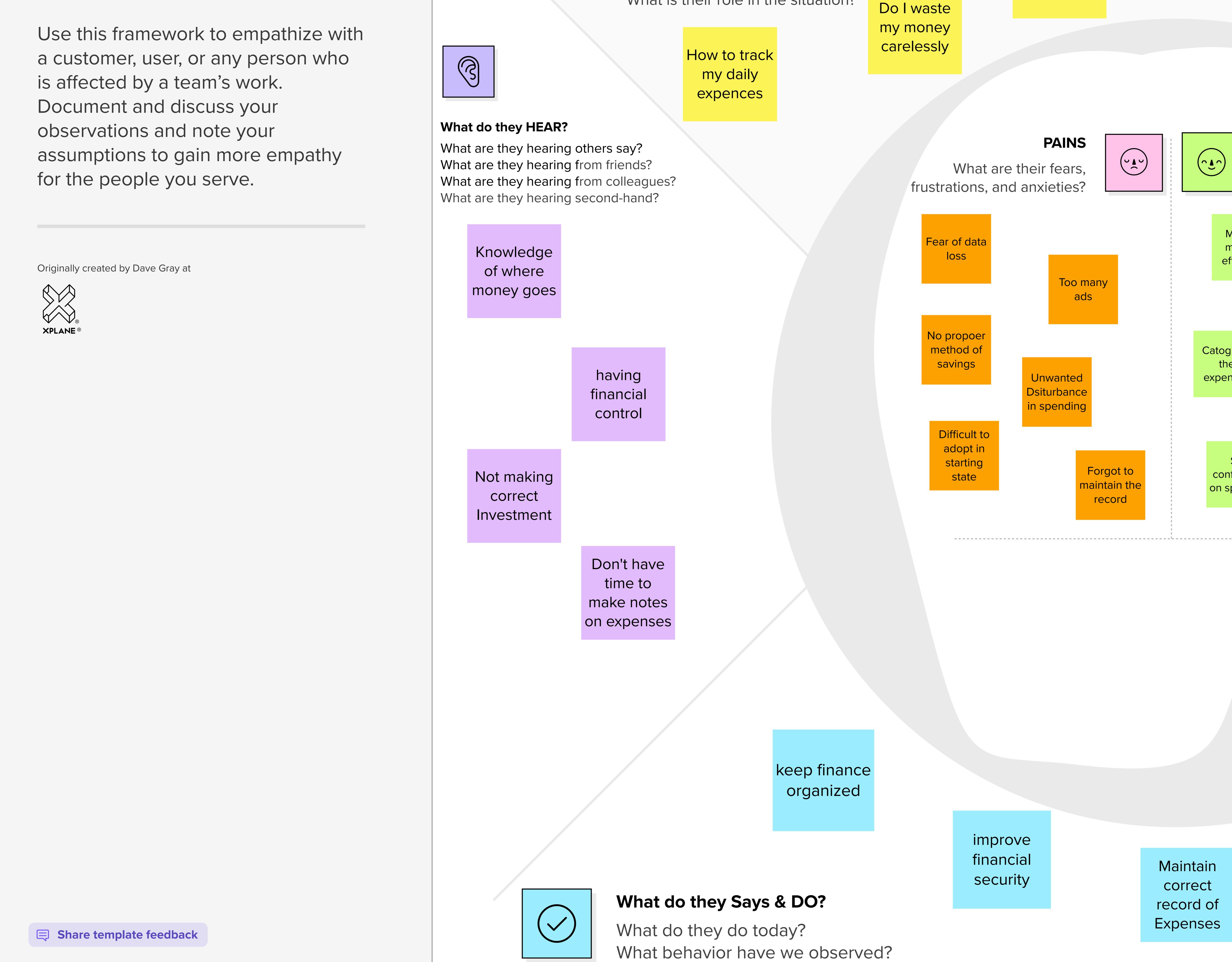


## canvas



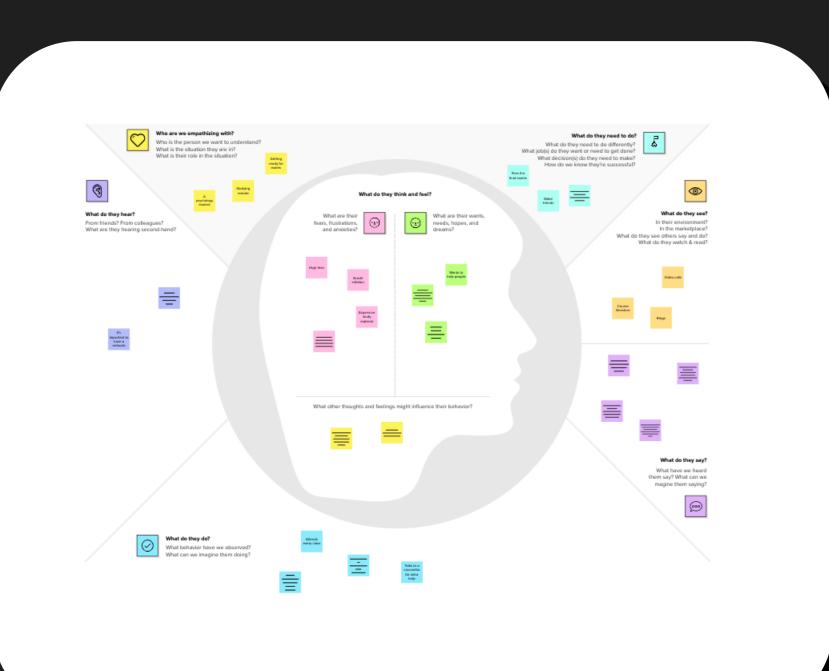
Develop shared understanding and empathy

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 do they THINK and FEEL? What is the Where I am safest Who is the person we want to understand? spending Save money Investment & What is the situation they are in? more money highest for future What is their role in the situation? return? expences **GAINS** What are their wants, needs, hopes, and dreams? 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? Prevent unwanted spending My friends are managing Catogirize their expence the very well I am running expenses Motivate to saving the out of money sooner than expected on spending User friendly Interface Alert on exceeding spends Finding best way to spending Send messages of Plan on expences where we spend the money What can we imagine them doing?



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



