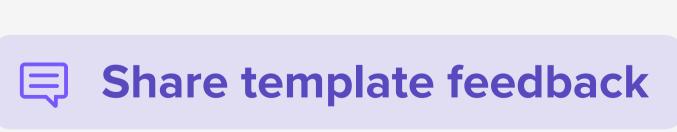


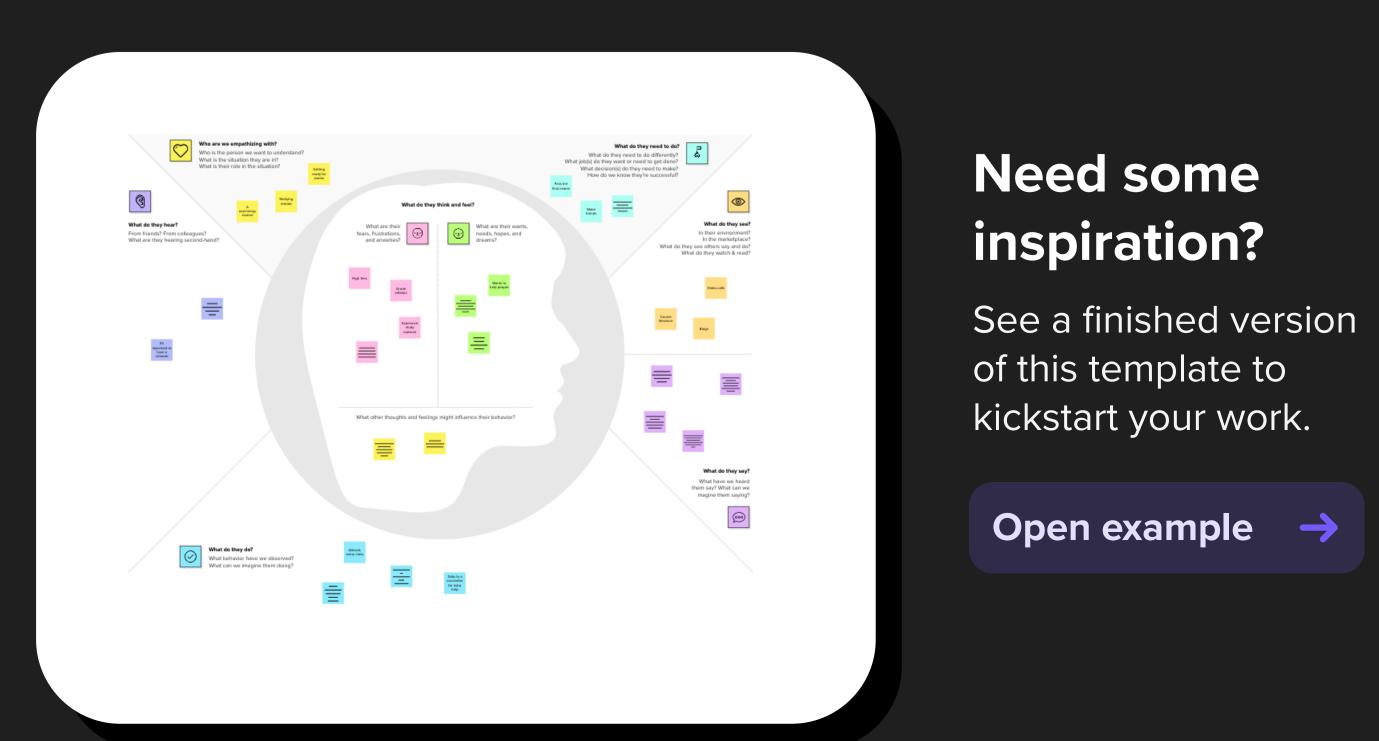
# Empathy map canvas

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



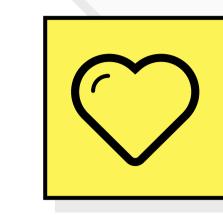






# Develop shared understanding and empathy

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?

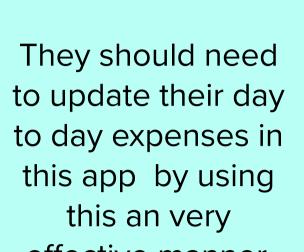
Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

there will be a lack of app called Personal Expense Tracking

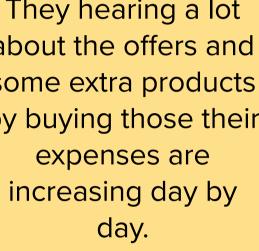
## GOAL

#### 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?



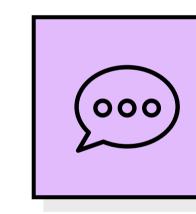
those money in a efficient way. They never pay or buy that is not usefull for their self.





# What do they SEE?

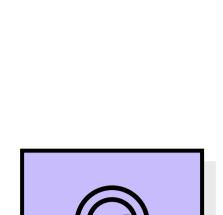
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



### What do they SAY?

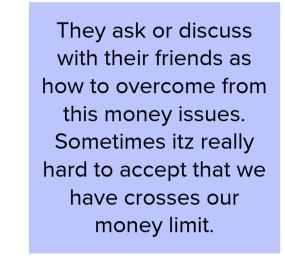
What have we heard them say? What can we magine them saying?

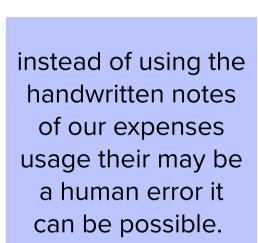
> They using those money in very efficient way but at the last of month their is a lack of money.



#### 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?

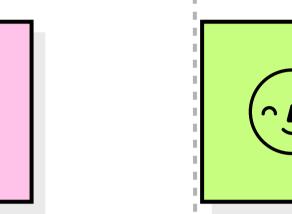






# What are their fears, frustrations, and anxieties? Their only fear is that the app will be work in the right way or is their any one who can access

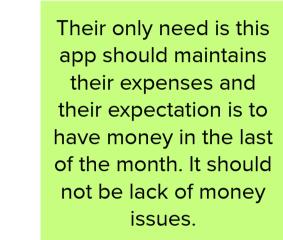
those information in an wrong manner. The data are may be leaks are their fears about this app.

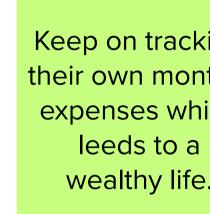


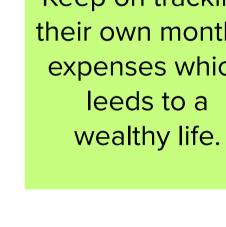
What do they THINK and FEEL?

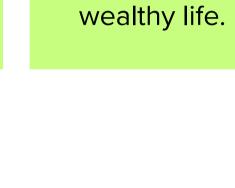
# **GAINS**

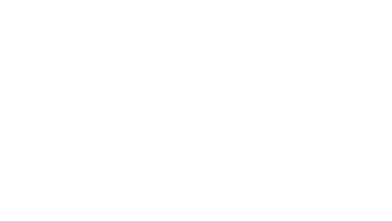
What are their wants, needs, hopes, and dreams?









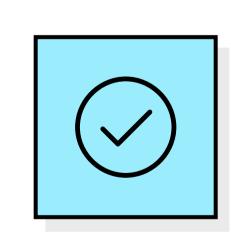




What other thoughts and feelings might influence their behavior?

physicaly and

their health issues.



### What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Due to this lack of money issues would be lost, They become more frustrated.

Due to some issue they will move on for the loans that makes them more in deppressed state.



