

# EMPATHY MAP

## AI BASED DISCOURSE FOR BANKING INDUSTRY

Is it cost effective?

What does the users

**THINK & FEEL?**

What really counts  
Major preoccupations  
Worries & aspirations

Is it enhanced customer service?

Is it time consume?

Is it similar to create a bank account physically?

What does the user

**HEAR?**

Friends  
Influencers

Can I perform net banking ?

It is complex to create account

We can create a bank account virtually



What does the user

**SEE?**

Environment  
What the market offers

Net banking is performed

Loan queries are solved

Successful creation of Bank account

What does the audience

**SAY & DO?**

Attitude in public  
Appearance  
Behaviour towards others

Wait for the banking process

Clarifying the doubts in-person

Creating Bank Account

Create Net banking

Exponential increase in number of new applications

**PAIN?**

Fears  
Frustrations  
Obstacles

Inconsistency

**GAIN?**

Wants / Needs  
Measures of success

Cost-effective

Enhanced customer service