EMPATHY MAP STRUCTURE:

SAYS	THINKS
DOES	FEELS

USER

Empathy Map

Orange notes (outer ring):
- With the final customer (account holder)
- With potential customers
- The systems have a lot of unavailability
- A lot of complaints in the press
- The company charges high fees
- The systems have a lot of unavailability
- Not very aware of the company
- Looking to purchase digital banking products
- They don't like to go to agencies

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

Goals

What do they need to do?
What do they need to do differently?
What work do you want or need to be done?
What decisions do they need to make?

The systems have a lot of unavailability

What do they think and feel?

PAINS
What are your fears, frustrations and anxieties?

GAINS
What are your wishes, needs, hopes and dreams?

What do they hear?
What are they hearing others say?
What do they hear from friends?
What do they hear from colleagues?
What are they hearing indirectly?

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

The systems go down all the time

Face-to-face service is excellent

What do they say?
What did we hear him (s) say?
What can we imagine him (s) saying?

What they do?
What do they do today?
What behavior do we observe?
What can we imagine they are doing?