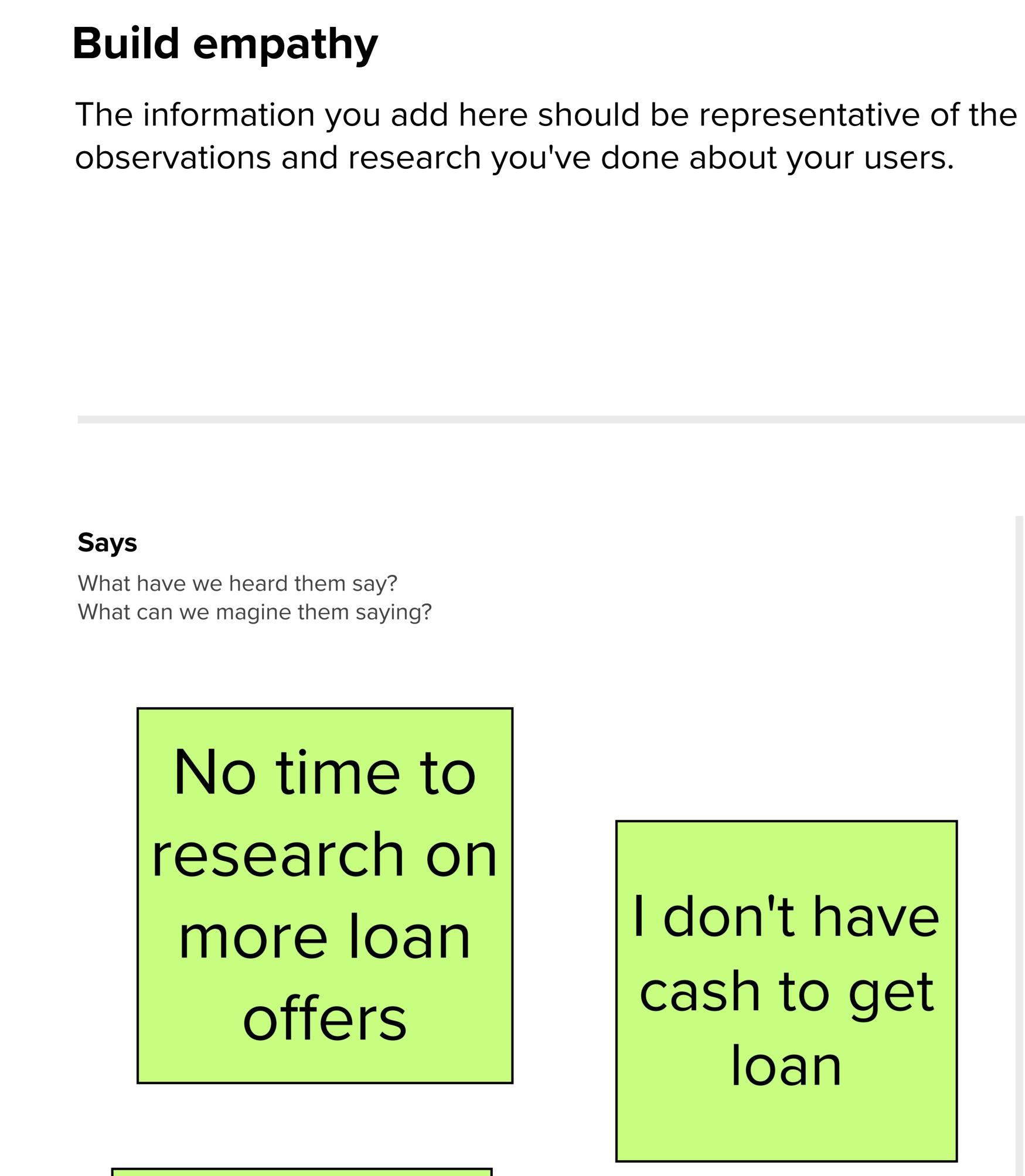


Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



I don't have cash to get

Discuss

about the

opted

policy

Not aware about who are all providing loans

SAYS..

Thinks

What are their wants, needs, hopes, I hope I get and dreams? What other thoughts might influence their behavior?

> Dolhave enough credit score

How long the process going to take

DOES..

FEELS... \sim

THINKS...

the loan

soon

Can I able

to pay th

debt on

time

Is the quoted amount too huge?

Unsure whoom to trust

Is the reason good enough for the approval of loan?

Feels

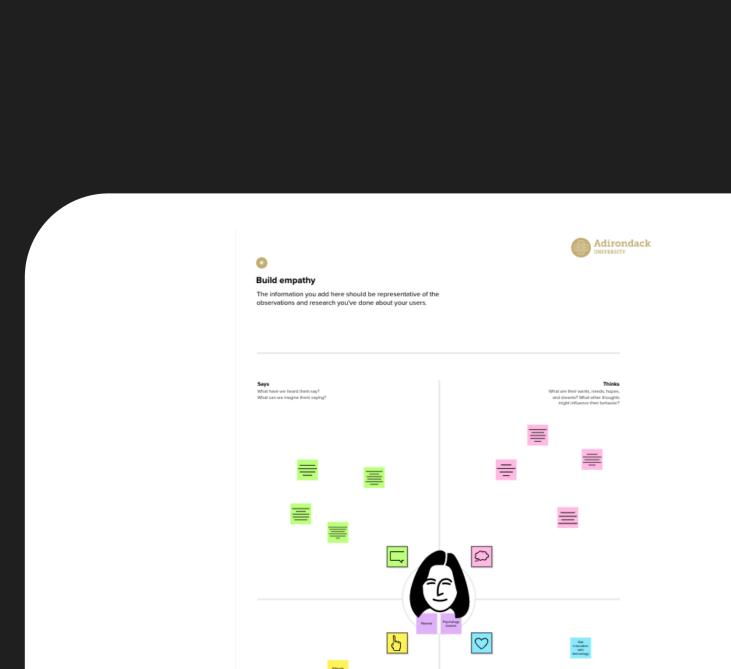
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Checks in websites

Talks to friends who have already taken loan

Does

What behavior have we observed? What can we imagine them doing?



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