

Ideation Phase

Empathize & Discover

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS66286
Project Name	Gemini Pro Financial Decoder: Transforming Complex Data into Actionable Insights
Maximum Marks	4 Marks

Empathy Map Canvas

An empathy map helps understand the **user's mindset, challenges, and needs** while dealing with complex financial data. This ensures the solution is user-centric and practically useful.

Example:

Designed for

Designed by

Date

Version

EMPATHY MAP CANVAS

1

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?

6

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?

GOAL

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2

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?

3

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?

7

What do they THINK and FEEL?

PAINS
 What are their fears, frustrations, and anxieties?

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

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 What other thoughts and feelings might motivate their behavior?

5

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

GOAL

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4

What do they SAY?
 › What have we heard them say?
 › What can we imagine them saying?

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