Template

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

XPLANE®

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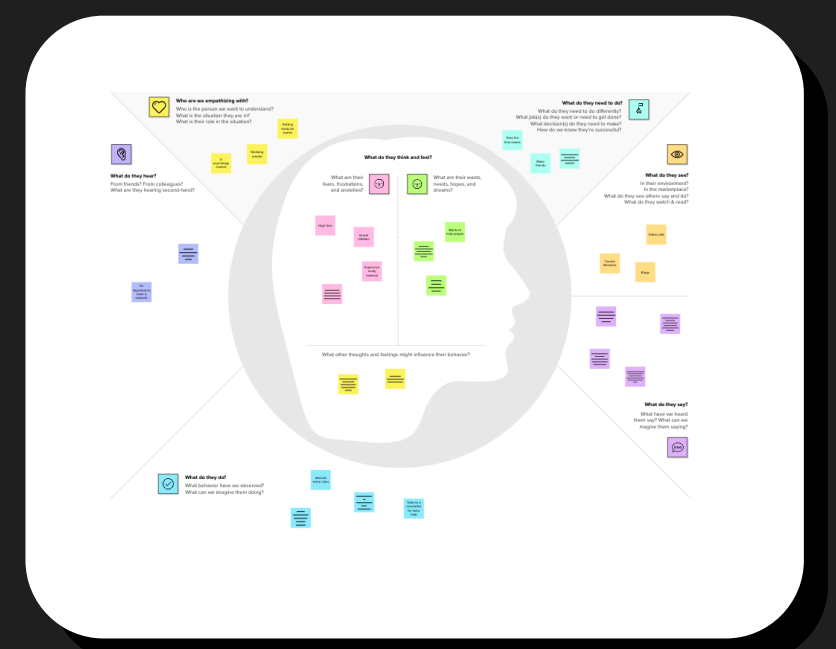


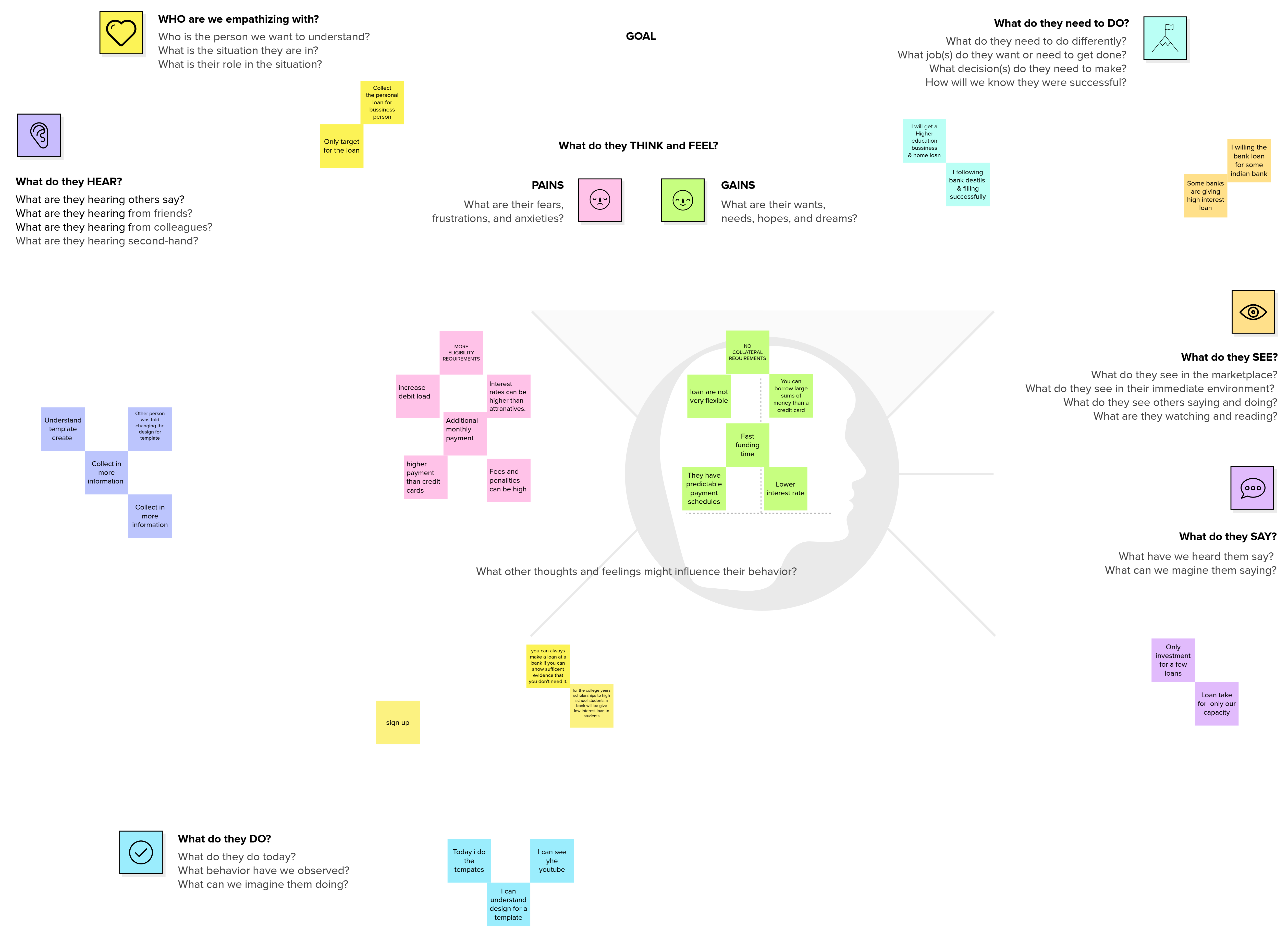
Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

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?

Collect the personal loan for bussiness person

Only target for the loan

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?

I will get a Higher education bussiness & home loan

I following bank deatils & filling successfully

I willing the bank loan for some indian bank

Some banks are giving high interest loan

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?

Understand template create

Other person was told changing the design for template

Collect in more information

Collect in more information

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

MORE ELIGIBILITY REQUIREMENTS

increase debit load

Interest rates can be higher than attranatives.

Additional monthly payment

higher payment than credit cards

Fees and penalities can be high

GAINS

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

NO COLLATERAL REQUIREMENTS

loan are not very flexible

You can borrow large sums of money than a credit card

Fast funding time

They have predictable payment schedules

Lower interest rate

What other thoughts and feelings might influence their behavior?

you can always make a loan at a bank if you can show sufficent evidence that you don't need it.

for the college years scholarships to high school students a bank will be give low-interest loan to students

sign up

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?

Only investment for a few loans

Loan take for only our capacity

What do they DO?

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

Today i do the tempates

I can see yhe youtube

I can understand design for a template

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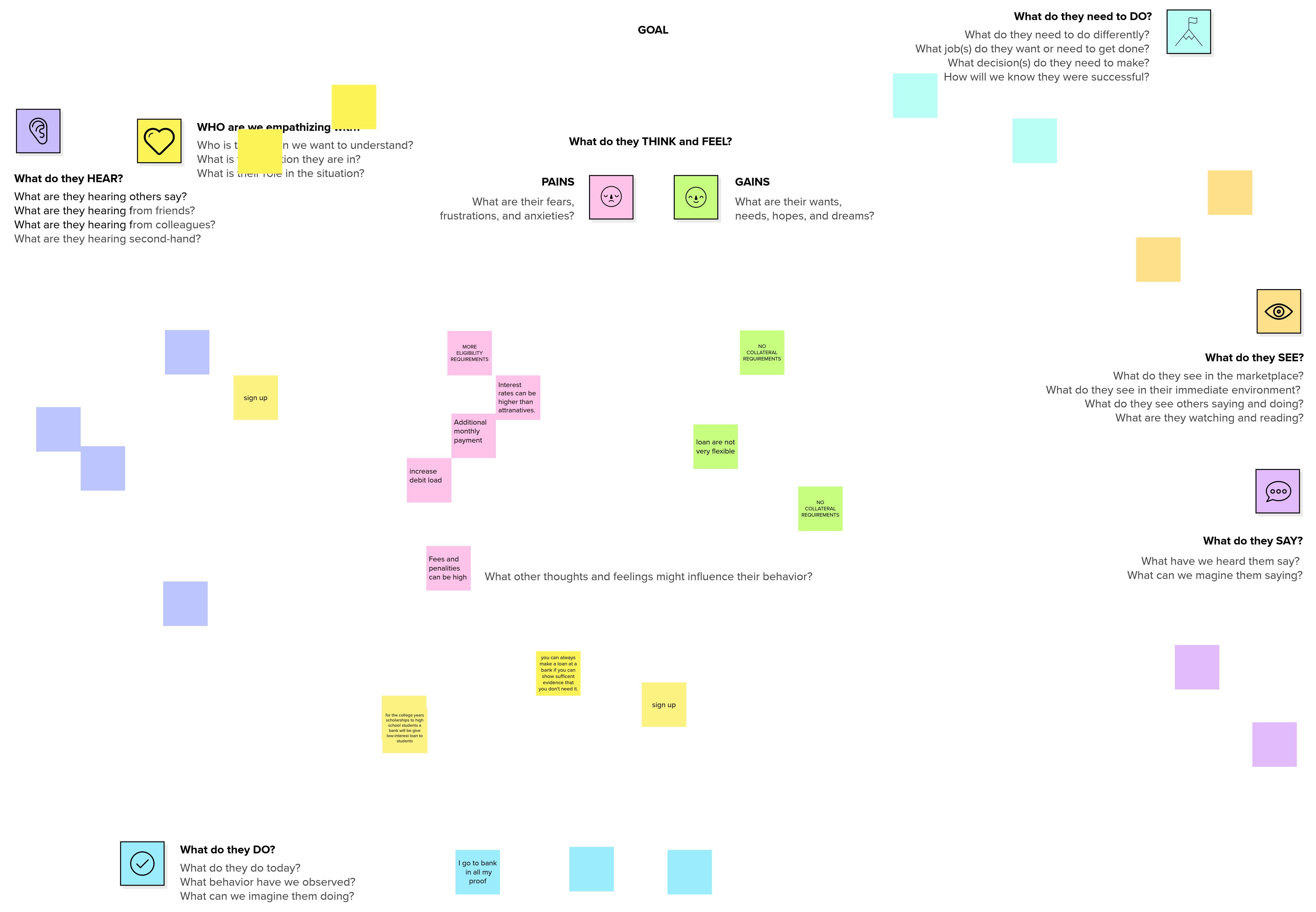

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I go to bank in all my proof