

## 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.

Share template feedback





### **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?
What can we magine them saying?

reducing the the financial leverage

alleviate budget deficit

analysing fiscal defict in the year

stratedies
that can
uphold
companys
assests

impact of IT act act amendment

Thinks

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

enacting rules and regulations for assest creation

paying off all liability

# Minimal intrest on loans

rise and fall in share market exchange

risk of investing in share market

customer rentenion security breaches

outdated Mobile experiences

### Feels

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

### Does

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







