

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.



## Empathy Mapping for Personal Loan Approval, **Expressing the Bank Perspective**

Personal loans enable you to pay your debt. You can borrow money with a personal loan and use this to pay off your credit card debt. This consolidates money you owe, gives you a fixed payment each month and You'll have a end date for when the loan will be fully paid off

## Says

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

""A good credit score demonstrates that you have history of responsibly managing credit, it can increase chances of getting approved"

"A stable income employment history will make you a more attractive candidate for a personal loan"

"A lower debt-toincome ratio payments"

indicates that you have more financial flexibilityand can manage the loan

**Thinks** 

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

> "Personal loans can be helpful tool for those in need of quick access to funds"

"While personal loans can be a convenient way to access cash, they are not always the best option"



"Banks typically review a borrower's credit history and credit score to determine their ability to repay the loan"

"The bank will disburse the funds to the borrower typically in the form of a lump sum once the terms are

What behavior have we observed?

What can we imagine them doing?

Does

"Once a borrower is approved for a personal loan, the bank will set the terms of the loan, and any charges"

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"It's also important

to only borrow what

is necessary and to

have a plan for

paying back the

loan on time"

"If a borrower is unable to make their loan payments, the bank may not be able to recoup the funds, resulting in a loss for the bank"

"Banks may also fear economic instability, which can increase the likelyhood of default"

"Banks also fears fraudlent activity, such as identity theft or loan application fraud"

**Feels** 

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

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