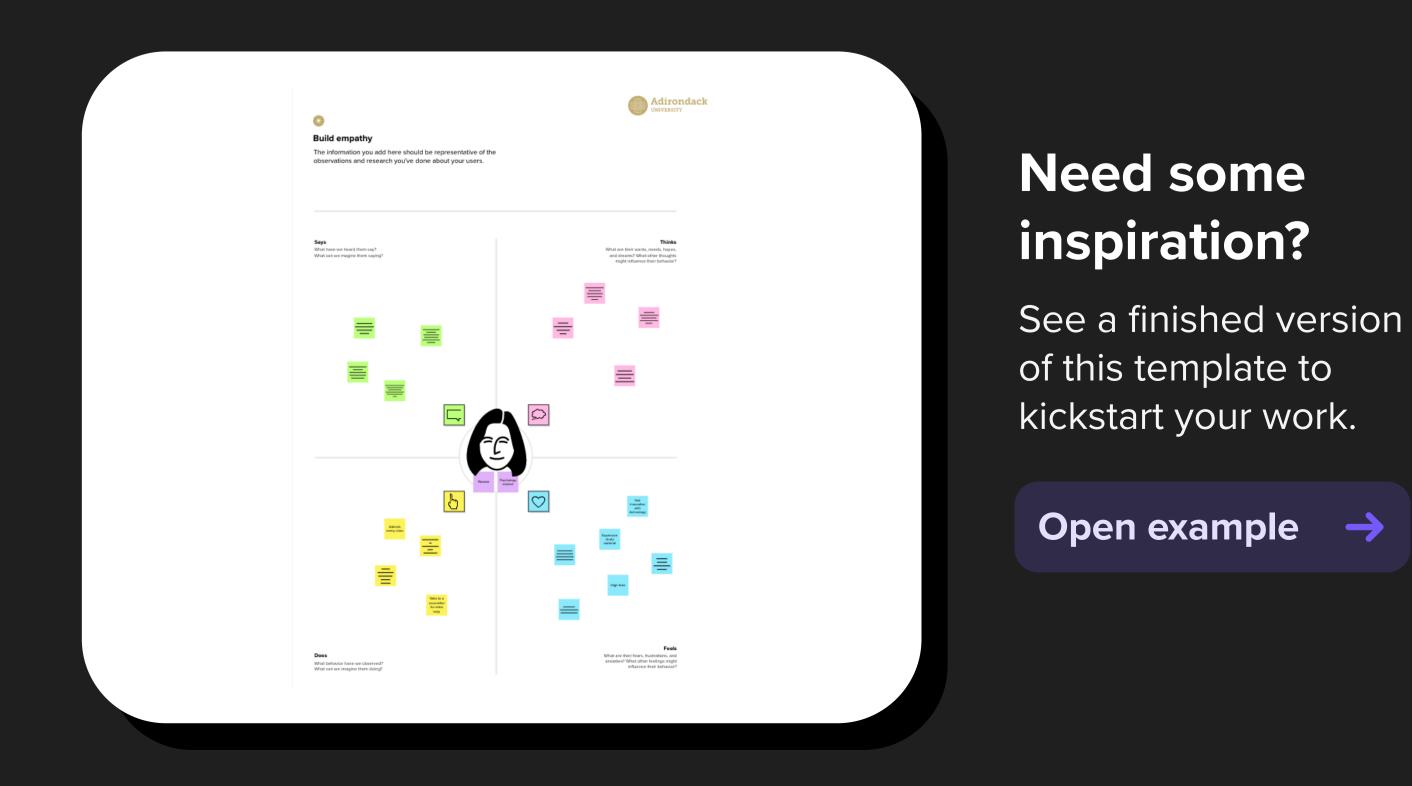


## Empathy map

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





Does

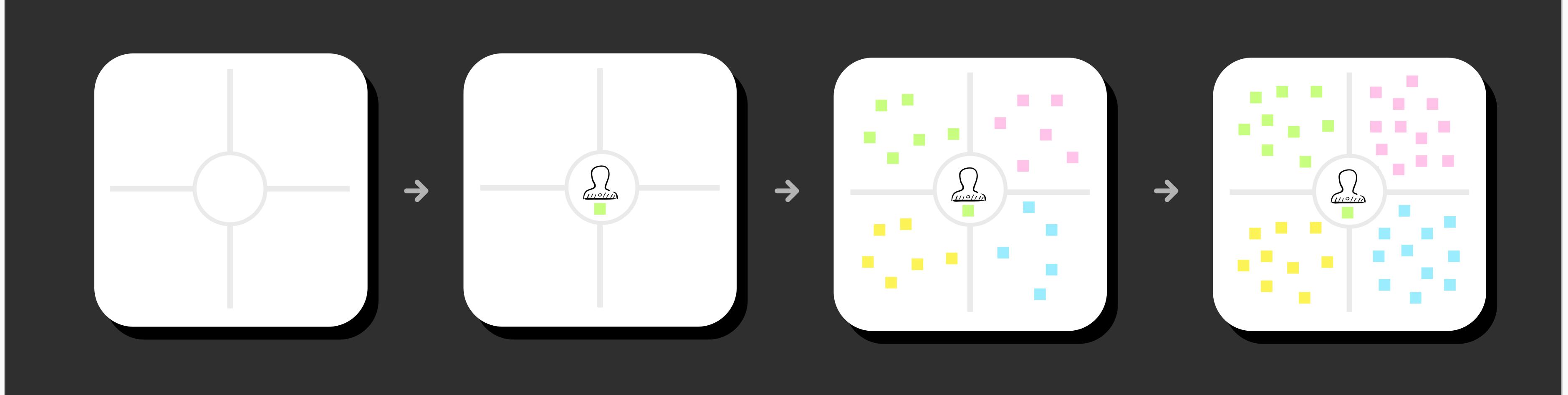
What behavior have we observed?

What can we imagine them doing?

## **Build empathy**

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

## Says **Thinks** What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts I want to derive might influence their behavior? insights of my career whether i am moving front or back. A banker can use this analysis to review financial statements and compare them to It evaluates the A company can pervious ones to see A bank can use company's the profit and loss. use this to achive profitability, liquidity this to make the and solvency. their dreem by detailed review deriving insights and analysis of of their their current performence. situation. It tells the It measures investor's how a certain about the period affects company's It can be used to the outcomes. growth. know about the worker's strength and interest in their work. Give them a name and a portrait to empathize with your persona. It is used to give an outlook to the I feel that it can be investors for used in companies $\sim$ making dealing to determine the with the company sales of goods and services over a certain period of time. I feel that this is a This analysis will long process to It can be used in help us to banks to calculate creat interpret the the dashboards and profitability, deciding forecasting future to provide the terms and rates of return and conditions of a loan Firstly I feel that insights. for assessing risk. if associated. it will be easy for us to work in Tableau if it is available in mobile phones. **Feels**



What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?