Empathy map

Template
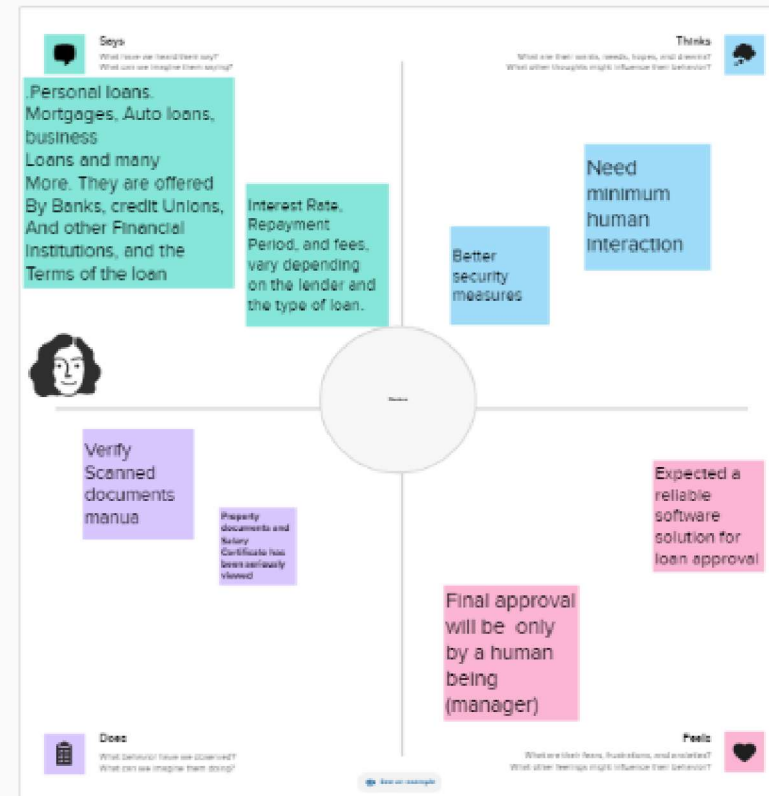
New mural from template

Share

KK

Says
What have we heard them say?
What can we imagine them saying?

.Personal loans.
Mortgages, Auto loans,
business
Loans and many
More. They are offered
By Banks, credit Unions,
And other Financial
Institutions, and the
Terms of the loan

Interest Rate,
Repayment
Period, and fees,
vary depending
on the lender and
the type of loan.

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

Need
minimum
human
interaction

Better
security
measures

Verify
Scanned
documents
manua

Property
documents and
Salary
Certificate has
been seriously
viewed

Expected a
reliable
software
solution for
loan approval

Final approval
will be only
by a human
being
(manager)

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

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

See an example