

# Ideation Phase

## Empathize & Discover

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS66206
Project Name	Gemini Pro Financial Decoder: Transforming Complex Data into Actionable Insights
Maximum Marks	4 Marks

### Empathy Map Canvas

An empathy map helps understand the **user's mindset, challenges, and needs** while dealing with complex financial data. This ensures the solution is user-centric and practically useful.

**Example:**

Designed for

Designed by

Date

Version

### EMPATHY MAP CANVAS

1

**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?

6

**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?

GOAL

GOAL

2

**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?

3

**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?

7

**What do they THINK and FEEL?**

☹️

**PAINS**  
 What are their fears, frustrations, and anxieties?

😊

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

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 What other thoughts and feelings might motivate their behavior?

5

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

GOAL

4

**What do they SAY?**  
 › What have we heard them say?  
 › What can we imagine them saying?

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