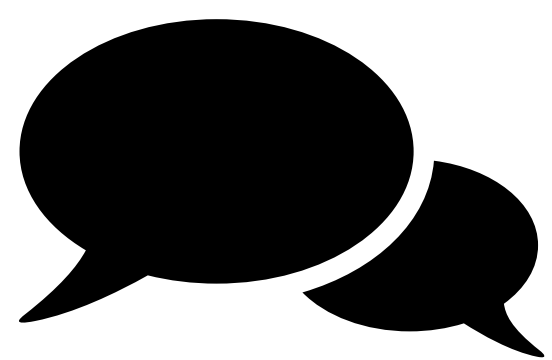


# Empathy map

## A Comprehensive Analysis of Financial Performance: Insights from a Leading Banks

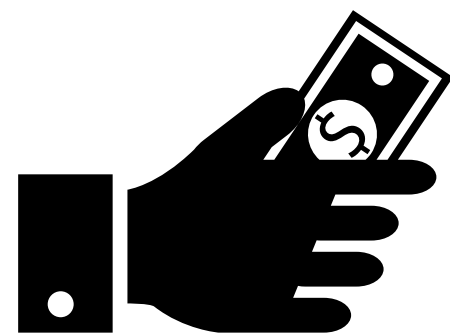
Which is the most popular bank?	What do you think about this bank?	I'm looking for something reliable.	Needs easy credit and debit card access	High interest rate	Liquidity
I expected some different schemes and service	The branch should near to me.	The branch should near to me.	Provide instant cash and loan	Easily accessible service	Providing good portfolio



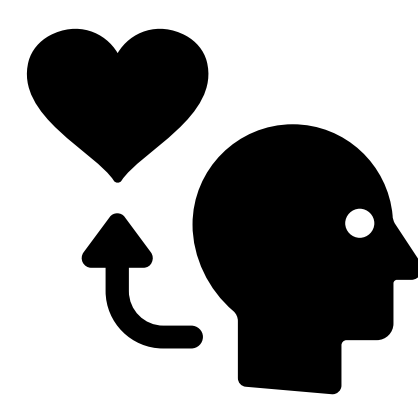
Says



Thinks



Does



Feels

Internet banking service	Easy money transfer facility	Search online and check out reviews	Trustworthy	Privacy	Safety
Inquire friends	Make small decisions	Hesitate to make big decisions	Lasting relationshi	Comfortable	Fear

### Gains

1. Safety of public wealth.
2. Availability of cheap loan and good investment.
3. Online banking service.

### Pains

1. Chances of bank going bankrupts.
2. Risk of fraud and robberies.
3. Failure of online of banking service.