

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.

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 might influence their behavior? We should leverage technology to improve our operational efficiency and customer experience. liquidity and capital adequacy ratios to ensure our financial stability." A Comprehensive Analysis of Financial Performance: Insights from a Leading Banks Conducts regular financial analysis to identify areas for improvement and make informed decisions. Confident in their Implements risk effectively practices to maintain the manage the quality of the bank's finances bank's assets. and operations. Optimistic about Maintains strong liquidity and prospects based on their financial capital adequacy Concerned about performance. ratios to ensure potential risks and financial stability. could impact the performance. **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?





