

Ideation Phase

Empathize & Discover

Date	18 Feb 2026
Team ID	LTVIP2026TMIDS71823
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

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?

What other thoughts and feelings might motivate their behavior?

4
What do they SAY?

- › What have we heard them say?
- › What can we imagine them saying?

5
What do they DO?

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

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