

# Ideation Phase

## Empathize & Discover

Date	15 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?

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?

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?

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

PAINS

GAINS

GOAL

7
**What do they THINK and FEEL?**

8
**What do they WANT?**

☹️

**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?

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