Ideation Phase

Empathize & Discover
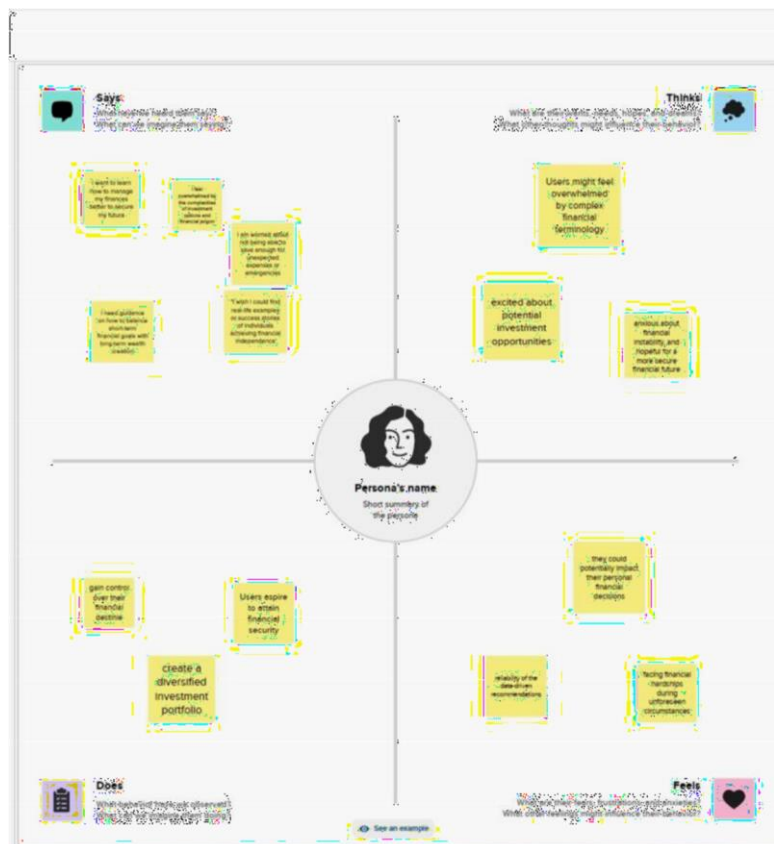
Date	19 September 2023
Team ID	NM2023TMID08148
Project Name	Path to Prosperity: A Comprehensive Analysis of Financial Independence based on data taken from reddit
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference:
https://app.mural.co/t/kranthikumar1334/m/kranthikumar1334/1698682088465/7f81db99
1a0693a46399072364f67fea0a1c3dc4?sender=u2854369b16212b57f88f6579

Says
What have we heard them say?
What can we imagine them saying?

I want to learn how to manage my finances better to secure my future

I feel overwhelmed by the complexities of investment options and financial jargon

I am worried about not being able to save enough for unexpected expenses or emergencies

I need guidance on how to balance short-term financial goals with long-term wealth creation

"I wish I could find real-life examples or success stories of individuals achieving financial independence

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Users might feel overwhelmed by complex financial terminology

excited about potential investment opportunities

anxious about financial instability, and hopeful for a more secure financial future

Persona's name
Short summary of the persona

gain control over their financial destinie

Users aspire to attain financial security

create a diversified investment portfolio

they could potentially impact their personal financial decisions

reliability of the data-driven recommendations

facing financial hardships during unforeseen circumstances

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example