

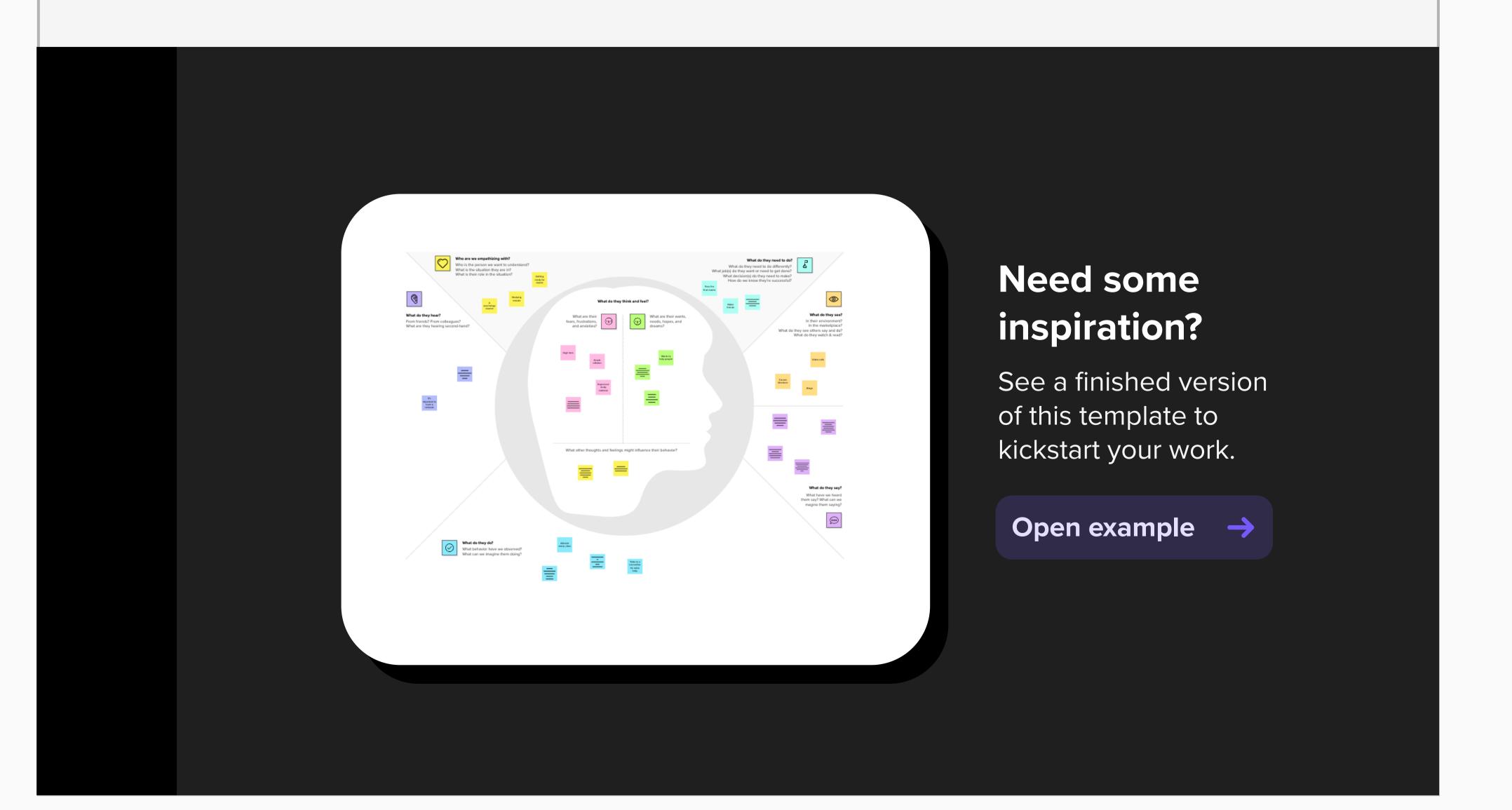
# Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



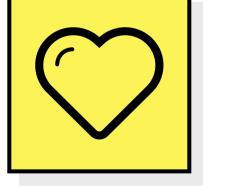
Share template feedback





## Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



#### WHO are we empathizing with?

It can

provide

special

advantage to

the bank.

What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

Loan prediction

for employee of banks as well as

application also.

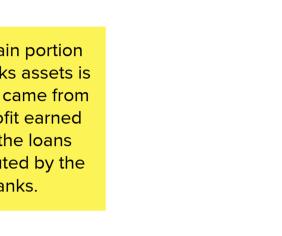
paper is to provide quick, immediate and easy way to choose the

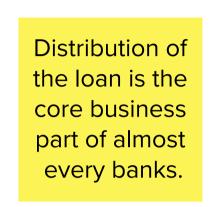
deserving applicants.

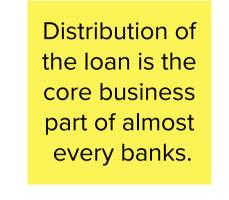
The loan prediction
system can automatically
calculate the weight of
each feature taking part in
loan processing and on
new test data same

feature are processed with respect to their associated weight.

What are they hearing second-hand?







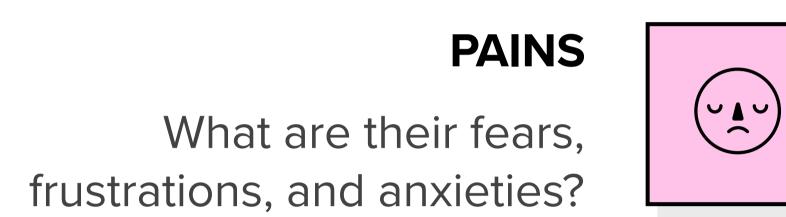
#### What do they THINK and FEEL?

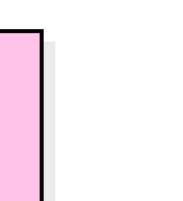
GOAL

### What are their fears,

The
disadvantage of
this model is that
it emphasize
different weights
to each factor.

But in real life sometimes loan can be approved on the basis of single strong factor only, which is not possible through this system.



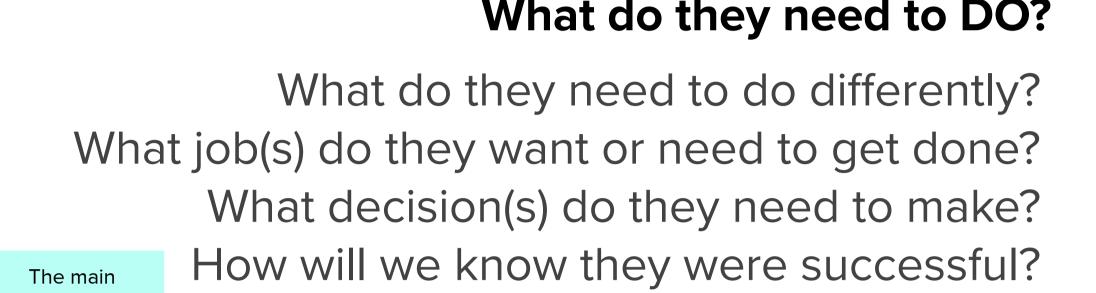


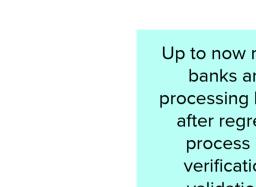


#### What are their wants, needs, hopes, and dreams?

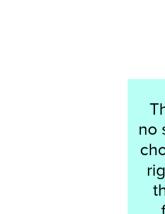
One of the primary benefits of using machine learning for credit scoring is its accuracy.



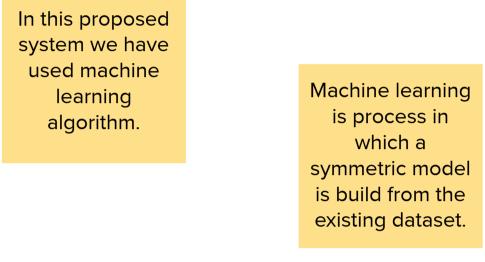


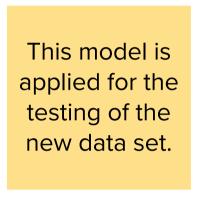


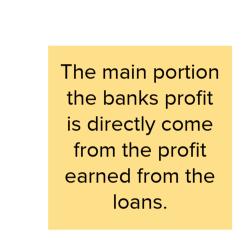


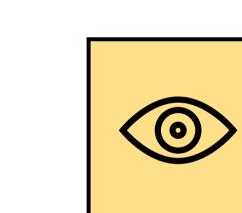






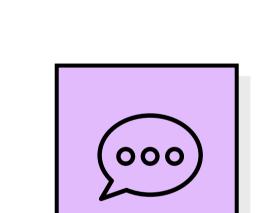






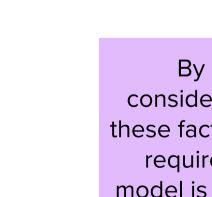
### What do they SEE?

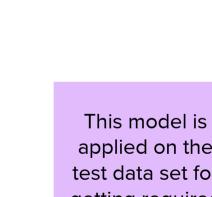
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



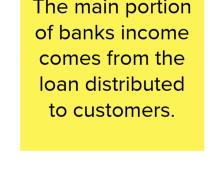
#### What do they SAY?

What have we heard them say? What can we magine them saying?









What other thoughts and feelings might influence their behavior?

