# Empathy Map

## Banking

#### Says

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

> "I want to have control over my finances."

"I don't want to deal with hidden fees or charges."

"I'm always worried about the security of my financial information."





**ACCOUNT** 

HOLDER

**Thinks** 

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

Want to feel confident and in control of their finances.

Investments in stocks

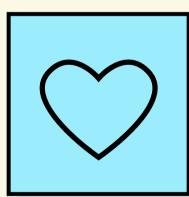


Interest rates

Use online banking or mobile banking apps to manage their finances.

Research different banking options before making a decision.

Look for banks with high security and privacy measures.



Happy about saving some money securely.

Frustrated with the inconvenience of traditional banking.

Concerned about unexpected fees and charges.

#### **Feels**

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

### Does

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