

CURRENCY EXCHANGE RATE

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Empathy Map

Understanding each phase in the perspective of currency exchange rate.

1. **Says** (What do they say?)

- "I need accurate and reliable exchange rate information."
- "I want to make informed decisions when trading currencies."
- "Analyzing exchange rates is time-consuming and complex."

2. **Thinks** (What do they think?)

- "I wonder if I can predict future exchange rate movements."
- "I wish I had access to real-time data and insights."
- "Analyzing historical data could help me find patterns."

3. **Feels** (What do they feel?)

- "I feel uncertain about the forex market's future."
- "Frustration when I can't make sense of the data."
- "Excitement about the potential for profit."

4. **Does** (What do they do?)

- "Regularly monitor exchange rates."
- "Seek out news and analysis from experts."
- "Use online tools and platforms for trading."

5. **Pains** (What are their pains and challenges?)

- "Difficulty in understanding and interpreting exchange rate data."
- "Concerns about potential losses in currency trading."
- "Lack of time to perform in-depth analysis."

6. **Gains** (What are their goals and aspirations?)

- "Desire to make profitable currency trading decisions."
- "Access to accurate predictions and insights."
- "Efficiency and convenience in analyzing currency exchange data."