

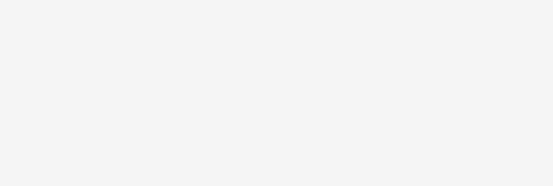
canvas

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?

User who wants to secure a loan for their

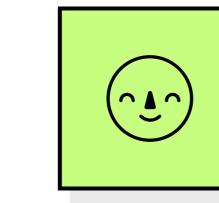
Creating an empathy map for an application that predicts Ioan approval for people

GOAL

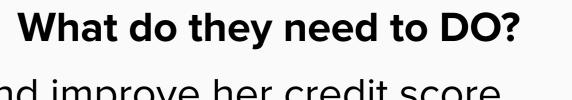
What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



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



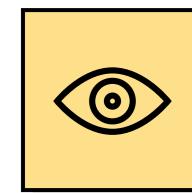
 Check and improve her credit score. Set clear financial goals for the loan. Create a detailed budget and financial

 Consider prequalification or preapproval. Apply for the loan with accurate Review loan terms carefully. Consider co-signers or collateral if needed. Understand legal obligations and

Research loan options and lenders.

Gather necessary documentation.

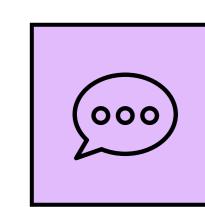
consequences. Ask questions and seek clarification. Monitor the loan application's progress



What do they SEE?

 Financial websites and apps Friends and family who have successfully secured loans Advertisements for loan products

Her credit score on her latest report



What do they SAY?

 They are anxious about their loan application being approved due to their moderate credit score they are determined to find the best loan terms and interest They are excited about the prospects of her home renovation project They value transparency in the loan process and dislikes hidden fees or surprises



What do they HEAR?

- Success stories of people who got loans with competitive interest rates
- Stories of people rejected for loans due to poor credit scores Advice from friends and family about
- which lenders to approach News about the current economic

situation and interest rates

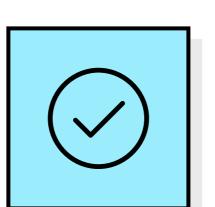
- Fear of rejection due to her credit score
- Concerns about highinterest rates
- Lack of understanding about the loan approval process
- Worries about hidden fees and terms
- They desire a quick and simple loan approval process
- They want to be informed about the loan status at
- every stage They seeks competitive interest rates and fair terms
- They appreciate a supportive and informative user experience

What other thoughts and feelings might influence their behavior?

Legal Obligations: Users might think about the legal obligations they are entering into when taking out a loan and the consequences of defaulting on payments.

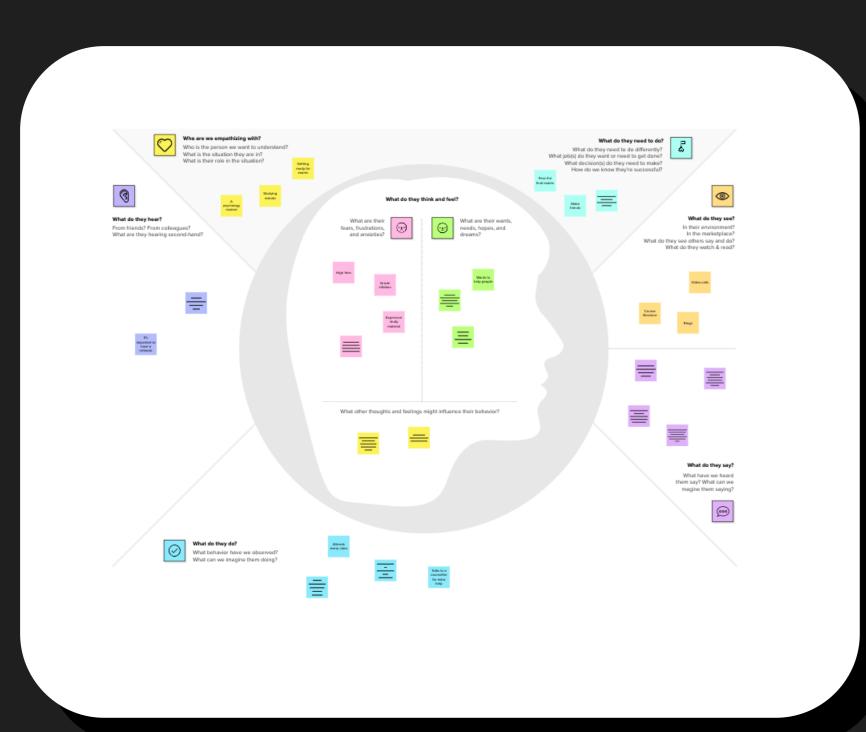
Loan Approval Timing: Users might be thinking about the urgency of their financial need and how quickly they need the loan approved. They might consider the loan application process and

how long it typically takes.



What do they DO?

- User discusses their financial goals
- with friends and colleagues They regularly checks her credit
- score and financial statements
- Thye fills out loan applications online They asks for advice and
- recommendations on social media groups and forums related to loans and finances



Need some inspiration? See a finished version of this template to kickstart your work.





