

**WHO are we empathizing with?**

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?  
What are they hearing second-hand?

Experienced  
Trader

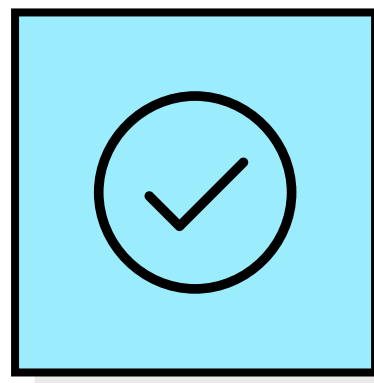
Novice  
Investor

Crypto  
Enthusiast

hear about  
Bitcoin's  
potential for  
high returns and  
the risks  
involved.

hear about  
market analysis,  
technical  
indicators, and  
emerging  
trends.

They are tuned  
into crypto  
news, industry  
developments,  
and debates.



**What do they DO?**

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

Crypto enthusiasts  
often participate in  
discussions, hold  
various  
cryptocurrencies,  
and explore  
blockchain projects.

actively buy and  
sell Bitcoin and  
other  
cryptocurrencies.

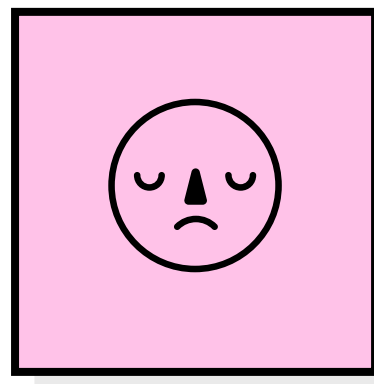
Novices are  
learning about  
Bitcoin and  
often engage in  
basic trading  
and research.

**GOAL**

**What do they THINK and FEEL?**

**PAINS**

What are their fears,  
frustrations, and anxieties?

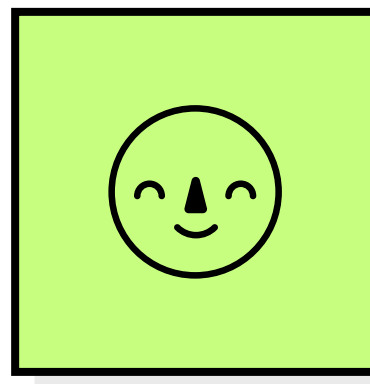


Concerns about  
the security of  
their investments  
and choosing the  
right wallet.

Concerns  
about scams,  
fraud, and the  
security of  
their holdings.

Stress and  
anxiety  
associated with  
market volatility  
and rapid  
decision-making.

Frustration  
with complex  
trading  
platforms and  
terminology.



**GAINS**

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

Gain confidence  
and knowledge  
through  
educational  
resources.

Desire to stay  
informed and  
participate in  
discussions.

Benefit from  
easy-to-use,  
beginner-  
friendly tools  
and guidance.

Motivation to  
improve  
decision-making  
and achieve  
consistent  
success.

What other thoughts and feelings might influence their behavior?

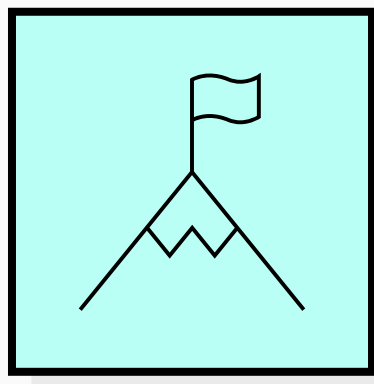
FOMO  
(Fear of  
Missing  
Out)

Trust and  
Credibility

They need  
educational  
content, tutorials,  
and simple, user-  
friendly tools.

**What do they need to DO?**

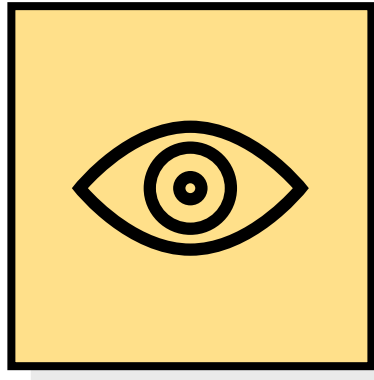
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?



They need access  
to comprehensive  
news and insights  
about the crypto  
and blockchain  
ecosystem.

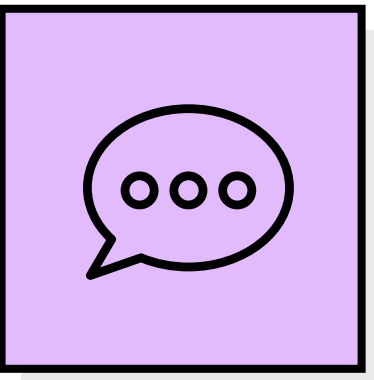
valuable  
educational  
resource and a  
place to start  
their crypto  
journey.

latest news,  
analysis, and to  
discover new  
blockchain  
projects.



**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 imagine them saying?

They might ask  
questions about  
the basics of  
Bitcoin and seek  
advice from more  
experienced  
investors.

They may share  
trading  
strategies and  
engage in  
discussions on  
trading forums.

They engage in  
discussions  
about the  
technology, its  
potential, and its  
impact.