

## 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



## 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.



## Problem Statement

## Anticipating Polish company bankruptcy to optimize financial strategies and ensure sustainable business operations



Accurately assess the financial condition of a company and its future prospects within the context of long-term operation on the market

**PAINS** 

What are their fears,

frustrations, and anxieties?

Pressure from stakeholders and

Anxiety about the uncertainty

Job loss concerns and it's impact

surrounding their financial

Fear of Bankruptcy and its

consequences

investors

condition.

on employees

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?

**GAINS** 

Hopeful towards finding

solutions to improve financial

Desire to identify potentisl

Relief from accurate bankruptcy

Confidence in decisions based

on the provided analysis

opportunities for growth

What are their wants,

needs, hopes, and dreams?

Get access to accurate and timely financial data for analysis. They need to enhance their understanding of bankruptcy How will we know they were successful?

> Communicate transparently with stakeholders and investors. Also get advice from professionals and

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?

Financial reports and statements on their company's performance

Market trends and indicators

Action of competitors in response to economic challenges



What do they SAY?

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

"We need to take immediate action to improve our financial situation"

> "We need accurate bankruptcy prediction in order to make better decisions

> > "Let's explore all available options before we consider bankruptcy"

What other thoughts and feelings might influence their behavior?

What do they THINK and FEEL?

(J.)

health

predictions

Previous experience with financial difficulties

Trust in accuracy and reliability of bankruptcy prediction.

Personal belief and attitude towards risk taking and resilience

What do they DO?

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

Explore potential partnerships and acquisitions to strengthen the business

Monitor the market conditions and indicators to see if there are any potential opportunites or risks.

Seek legal and financial advice on restructuring their debt and possible bankruptcy proceedings.

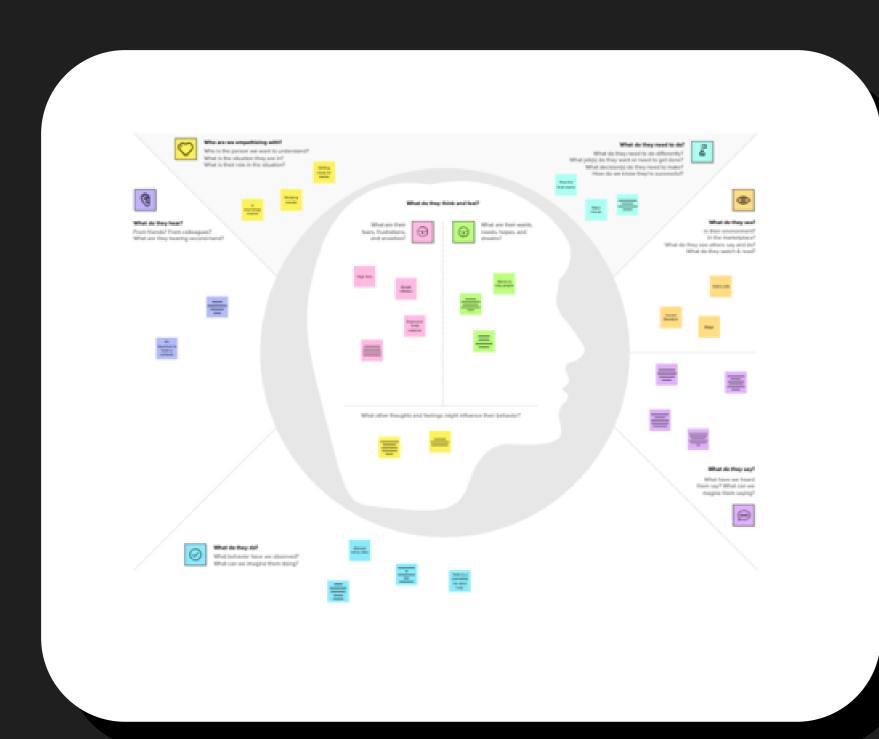
Take measures to improve financial performance and cash flow

Develop cost cutting measures and implement them to improve financial stability

Develop contingency plans

recovery

and alternative strategies for



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and colleagues about their

on stories and case studies

Insights from financial institutions

financial struggles

