

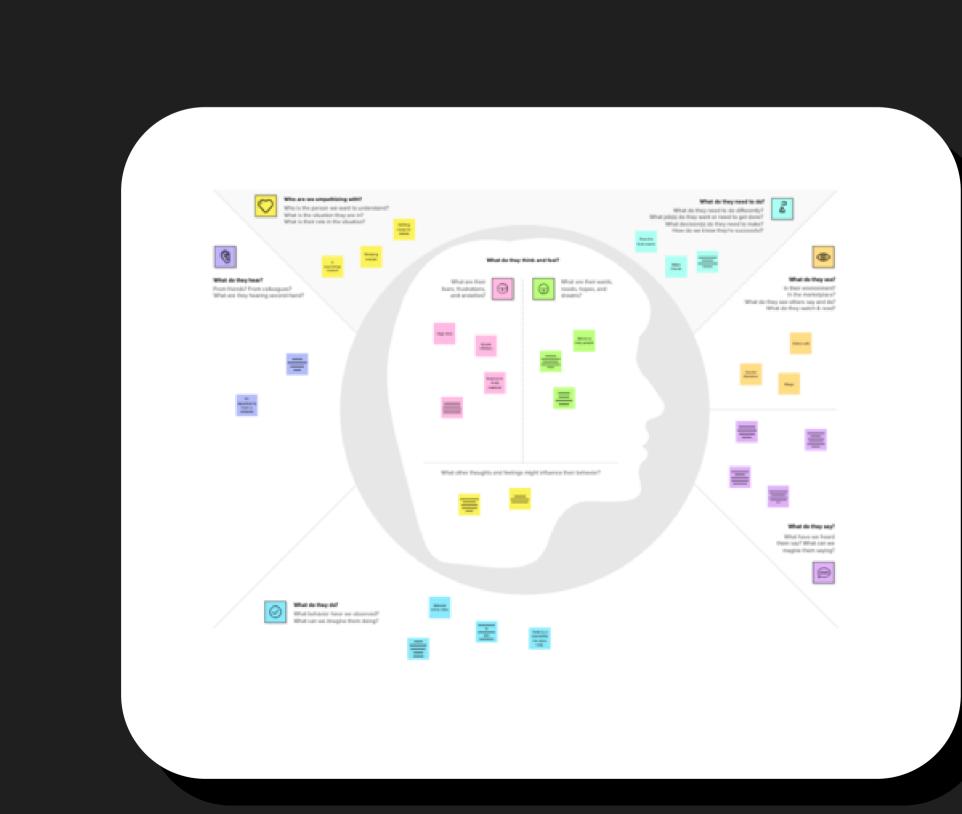
Empathy map canvas

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



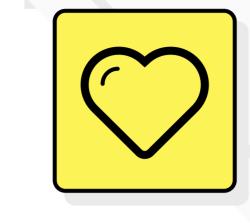
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See a finished version of this template to kickstart your work.

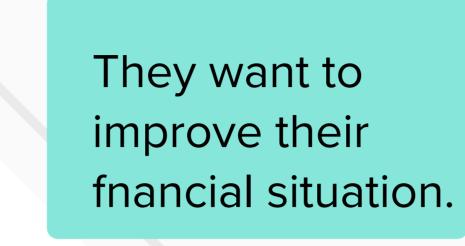


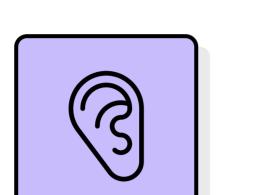
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



WHO are we empathizing with? Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

They may be students, professionals, retirees, or anywhere in between.





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?

Friends and colleagues are sharing positive experiences

News and media are reporting on the growing popularity of Bitcoin

Platforms like Reddit, Bitcointalk, and other cryptocurrencyrelated forums often have discussions about Bitcoin

What do they DO?

What do they do TODAY?

Use a combination of technical and

fundamental analysis to forecast

Bitcoin prices.

Rely on historical price charts, moving

averages, and other technical

Follow news articles, expert opinions,

Manually collect and analyze data

Engage in day trading, swing trading,

and social media discussions.

from different sources.

or long-term investment strategies.

What do they do today?

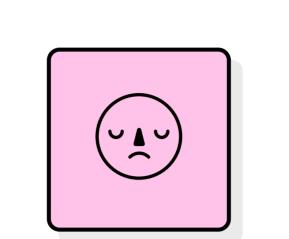
What behavior have we observed?

What can we imagine them doing?

Time Series Analysis For Bitcoin Price-Prediction Using Prophet

What do they THINK and FEEL?

PAINS What are their fears,



FEARS: fear of being wrong.

on the table. fear of missing out.

 Anxiety about making fnancial decisions Anxiety about being judged for their finances. Anxiety about not being able to meet their fnancial obligations.

Anxieties:

Anxiety about their fnancial

Frustrations: Losing money.not being able to make a profit. missing out on market.

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

Dreams:

price steadily rises, leading to substantial gains.

• Diversifying the portfolio to include different cryptocurrencies or assets for risk management and better returns.

Hopes:
• To achieve their fnancial goals.
• To feel more in control of their finances. To reduce their fnancial anxiety To build a secure fnancial future for themselves and their families.

What other thoughts and feelings might infuence their behavior?

2. Comparison 3. Stressors

1. Confdence 2. Hope 3. Frustration 4. Satisfaction 5. Anxiety 6. Motivation

Mind map

4. Financial Literacy

What can we imagine them doing? Embracing a more data-driven approach with your Prophet-based Bitcoin price prediction tool. Using your tool to analyze historical data and receive automated forecasts. Reducing the time spent on manual data collection and analysis. Making more informed trading decisions based on the tool's Engaging with your platform or service

to discuss and share insights with

others in the community.

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?



What decision(s) do they need to make? Decisions related to buying or selling Bitcoin at specific price points. different trading strategies. • Decisions about adjusting their portfolio composition based on Decisions about the amount of capita to allocate to Bitcoin trading.

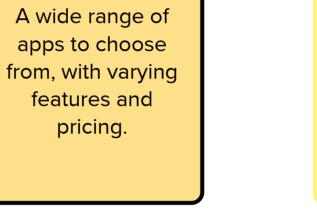


What do they need to do DIFFERENTLY: • They need to transition from manu analysis to automated and data-drive • They should reduce reliance on subjective opinions and increase reliance on data-driven predictions. • They need to spend less time on data collection and more time on strategic



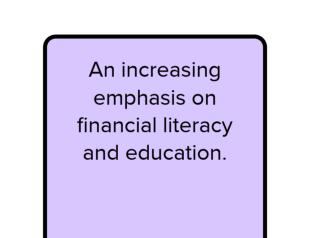
What do they SEE?

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?

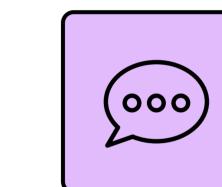












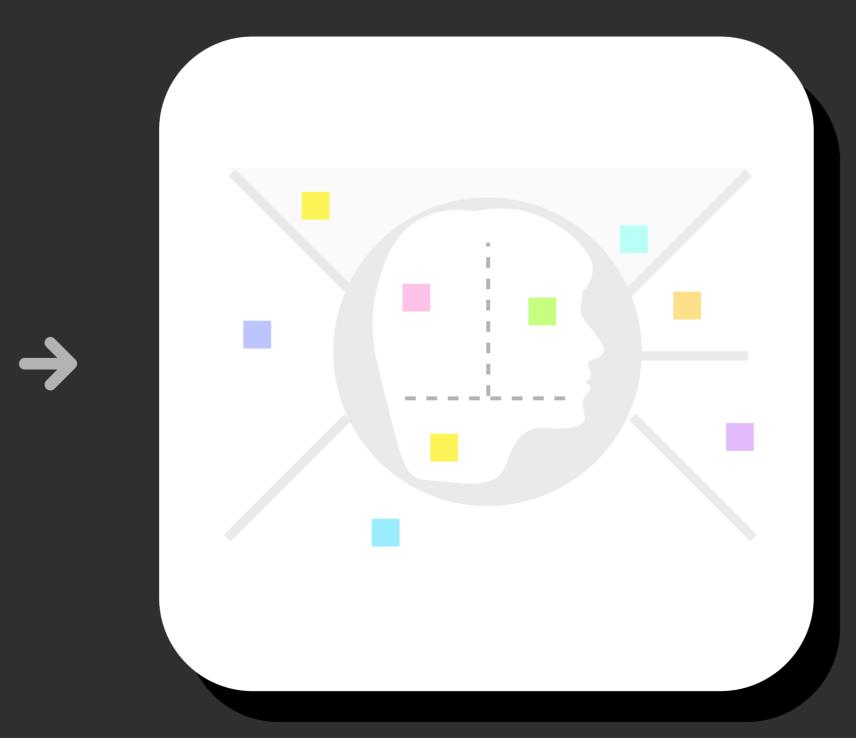
What do they SAY?

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



What have we heard them say? "I've lost money in the past due to inaccurate price predictions." "It's frustrating to see Bitcoin's price change rapidly, and I need a better way to anticipate these movements." "I spend a lot of time researching and analyzing data, but the results are often "I rely on news, social media, and online forums for price predictions, but they can be





What behavior have we observed?

They spend significant time and effort

on data collection and analysis.

Some might have developed custom

tools or scripts for price prediction.

They often express frustration with the

Users may hesitate to make trades

due to uncertainty in the market.

They may seek out and join online

communities or forums for trading

accuracy and reliability of their

