

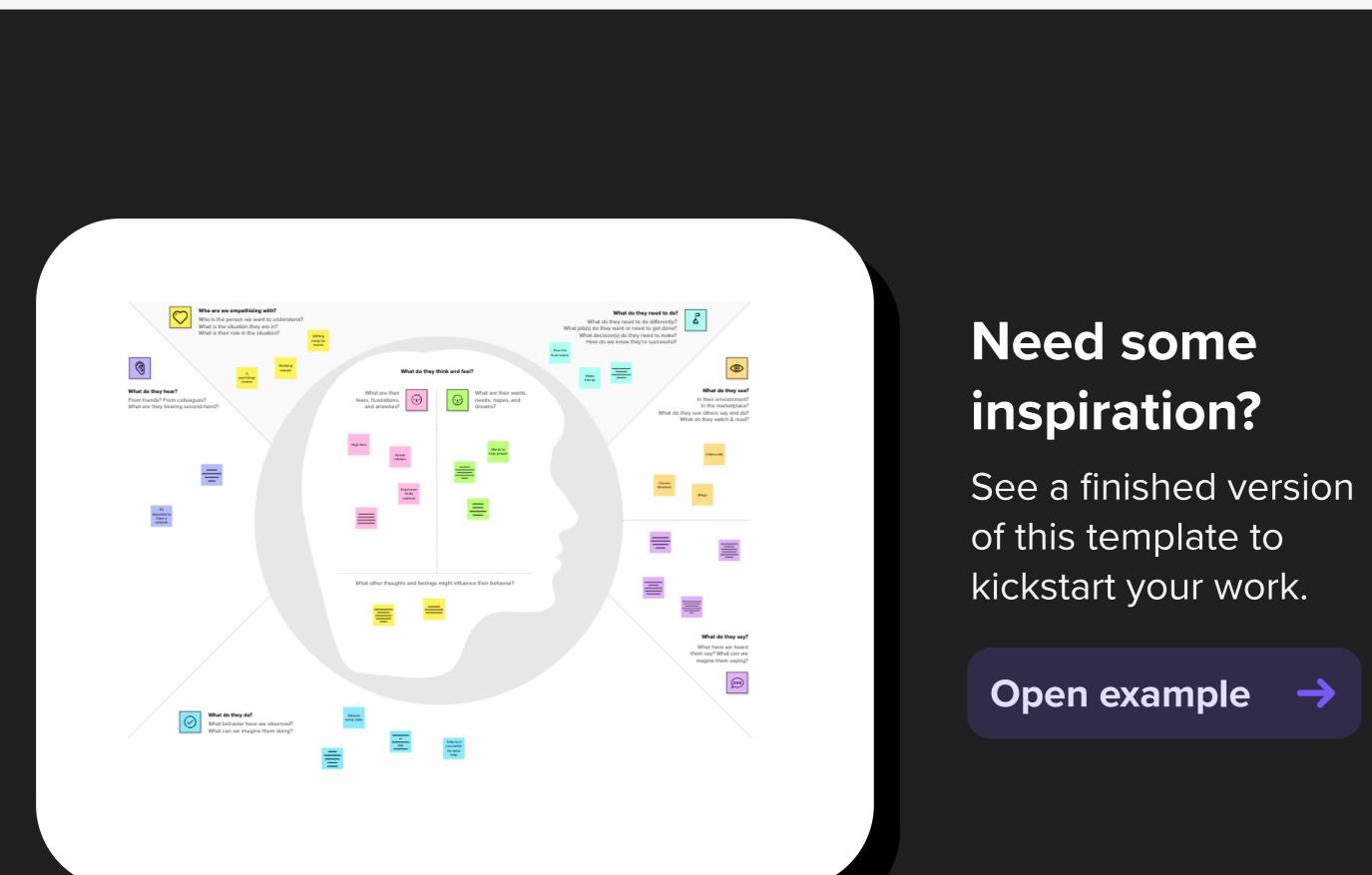
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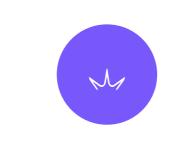
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



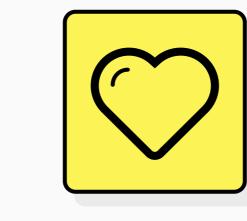
Share template feedback





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.

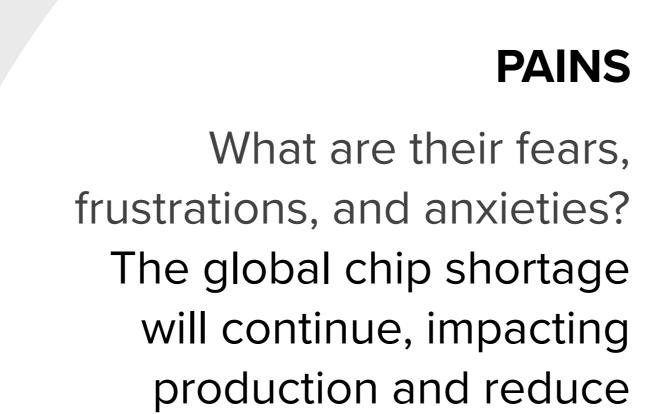


WHO are we empathizing with?

Investors and traders: The primary audience; users who are interested in estimating share prices of GPU companies. They are comprised of individual investors, They are in a position where they need to make informed decisions about buying, selling, or holding GPU company stocks to maximise their returns/mitigate losses They fill the role of undecided decision makers that turn to share price predictions to inform their investments and portfolio management

What do they HEAR?

- GPU demand is booming and one can capitalise on it
- GPU prices are skyrocketing, and it's getting harder for consumers to afford
- The future of computing is GPUs, and the companies that dominate this market are poised for tremendous growth



profitability. The cryptocurrency mining boom will come to an end, reducing demand for GPUs because cryptocurrency miners have been a major source of demand for New technologies, such as

GPUs in recent years. cloud GPUs and quantum computing, will disrupt the GPU market. The share price of GPU companies is v<mark>olatile an</mark>d unpredictable The companies might not be able to maintain their

market share The companies might not be able to innovate and develop new products The companies might be negatively impacted by government regulations

GOAL

What do they THINK and FEEL?

GAINS

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

Wants: accurate predictions, real time information, reliable diversification, and Ne<mark>eds: Info</mark>rmation, risk ma<mark>nagemen</mark>t, flexibility Hopes: Financial growth, long term security, market familiarity

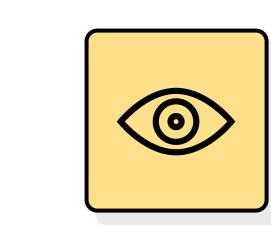
Dreams: Financial freedom



They need to have knowledge of market trends. Analysis of stock prices, and prediction of growth or loss of the company's stocks They need to use the estimation given by the model to decide when to buy stocks of a They will know they were successful when they

buy stocks at a low price, right before the price of the stock increases in value and they are able to sell it.

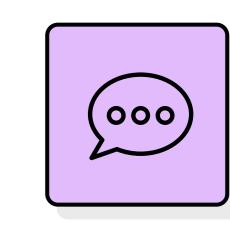




What do they SEE?

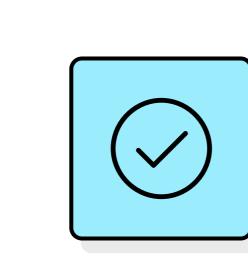
Investors see the stock prices of the companies they are interested in. Companies in the higher stock price range are more visible? Colleagues often discuss good investment plans because more investors leads to more company Gaining insights from media which includes

financial news outlets, earnings reports, stock exchange data, and social media

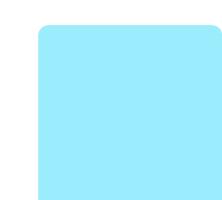


What do they SAY?

Need for a reliable model to predict, and analyze the share prices. "Oh my god i love this service, its so cool, i love the people who made this!"



What do they DO? Buy shares after doing some research Buy more shares using our model





What other thoughts and feelings might influence their behavior?

Fear, anxiety



