

Ideation Phase

Empathize & Discover

Date	30 th October 2023
Team ID	Team-591689
Project Name	Smart Lender - Applicant Credibility Prediction for Loan Approval
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

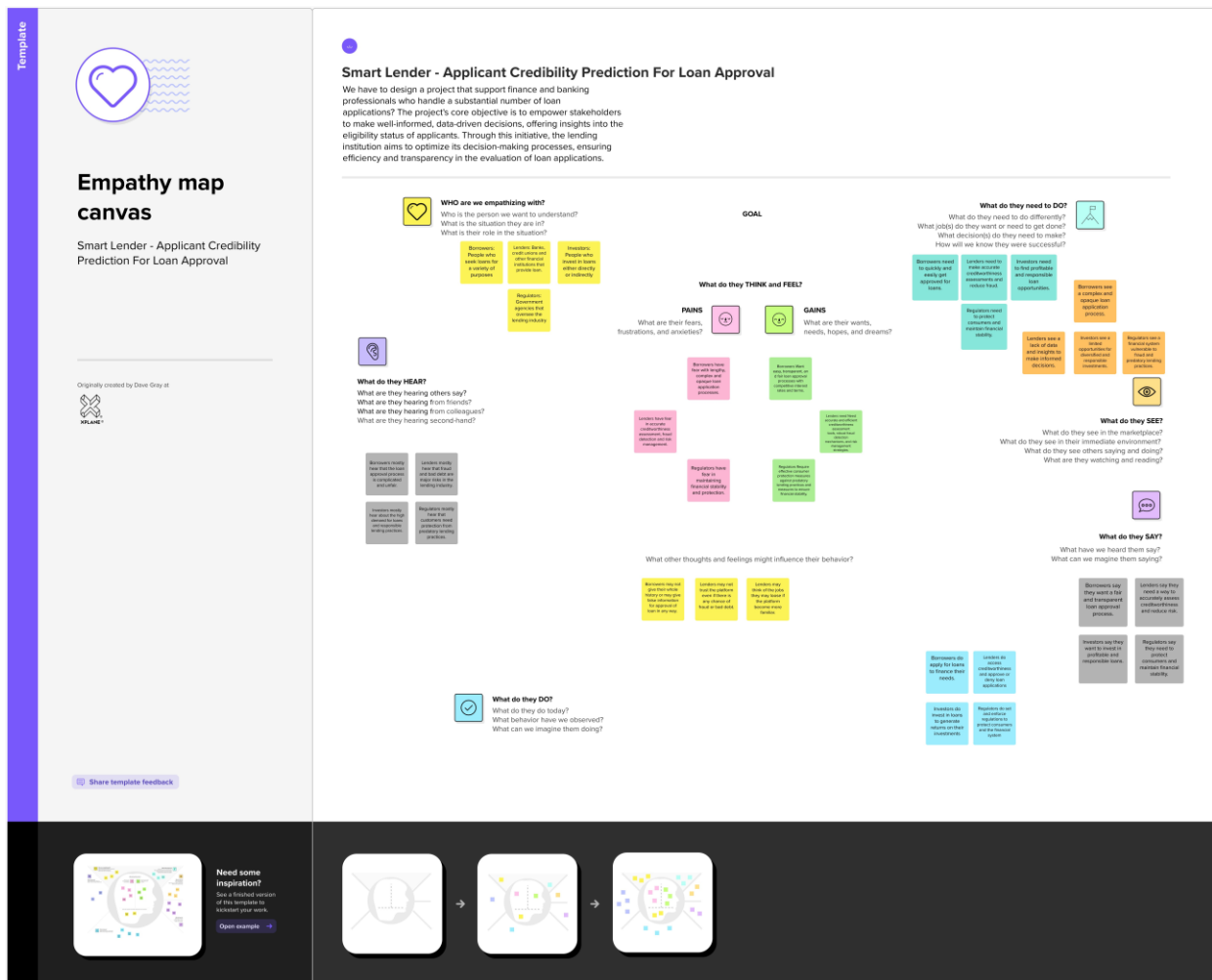
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

First, we divided the users into 4 segments who will use the product.

1. Borrowers: People who are seeking loans for a variety of purposes, such as starting a business, buying a home, or financing their education.
2. Lenders: Banks, credit unions, and other financial institutions that provide loans.
3. Investors: People who invest in loans, either directly or through platforms like Lending Club and Prosper.
4. Regulators: Government agencies that oversee the lending industry.

Now, we tried to find answers for different questions with respect to the above users and placed them in the empathy map template. A problem statement often touches on the 5 w's (who, what, where, when and why) of the problem.

We used mural empathy map canvas for analysing the 5 w's.



Note: We have added the clear picture in the same Git Repository.