

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

### A COMPREHENSIVE ANALYSIS OF FINANCIAL PERFORMANCE: INSIGHTS FROM A LEADING BANKS

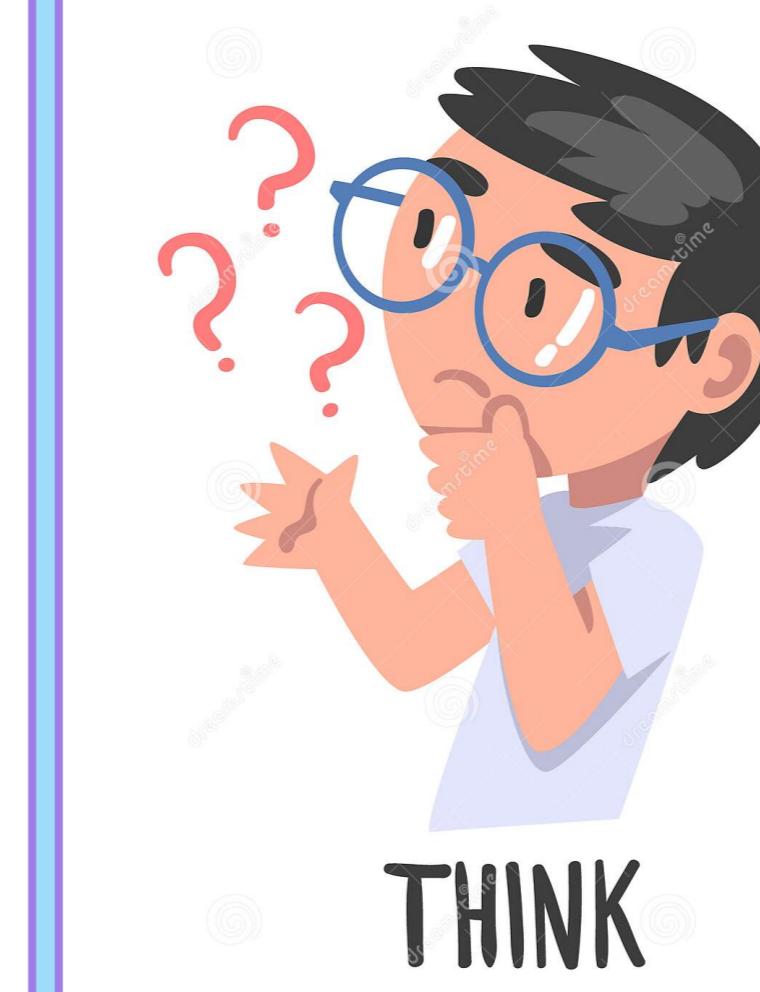
#### SAYS



This can be used to develop strategies for improving the bank performance



This is very useful to us to work in a bank smartly



On their best days they get to help people with their biggest hopes and dreams.

- a. Educational qualification
- b. Ownership of bank
- c. Location of the branch

*think people about the bank workers*



*What are the bank workers fears, frustration and anxieties?*



Employees faces lot of challenges as compared to manual banking like create frustration in getting the work done electronically.



- a. High work pressure
- b. Long working hours
- c. Boredom at work
- d. Organisational culture
- e. Job dissatisfaction
- f. Management style
- g. Conflicts at work



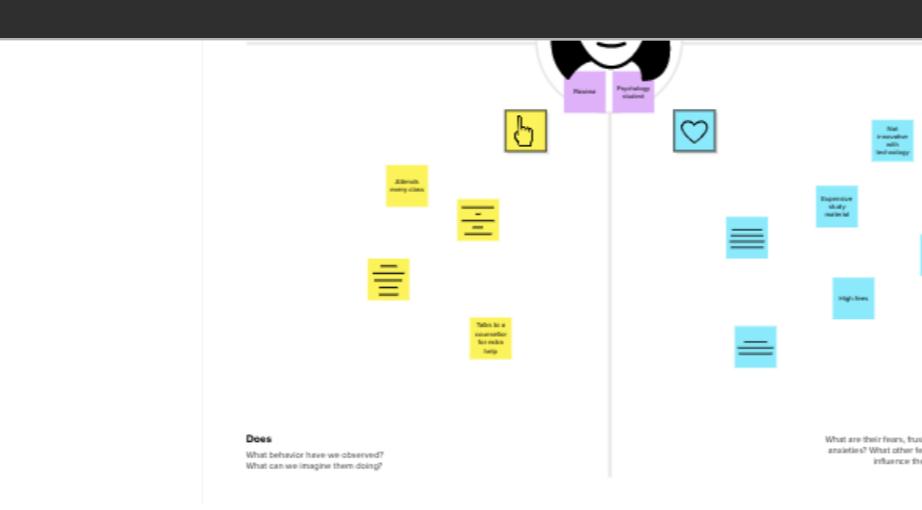
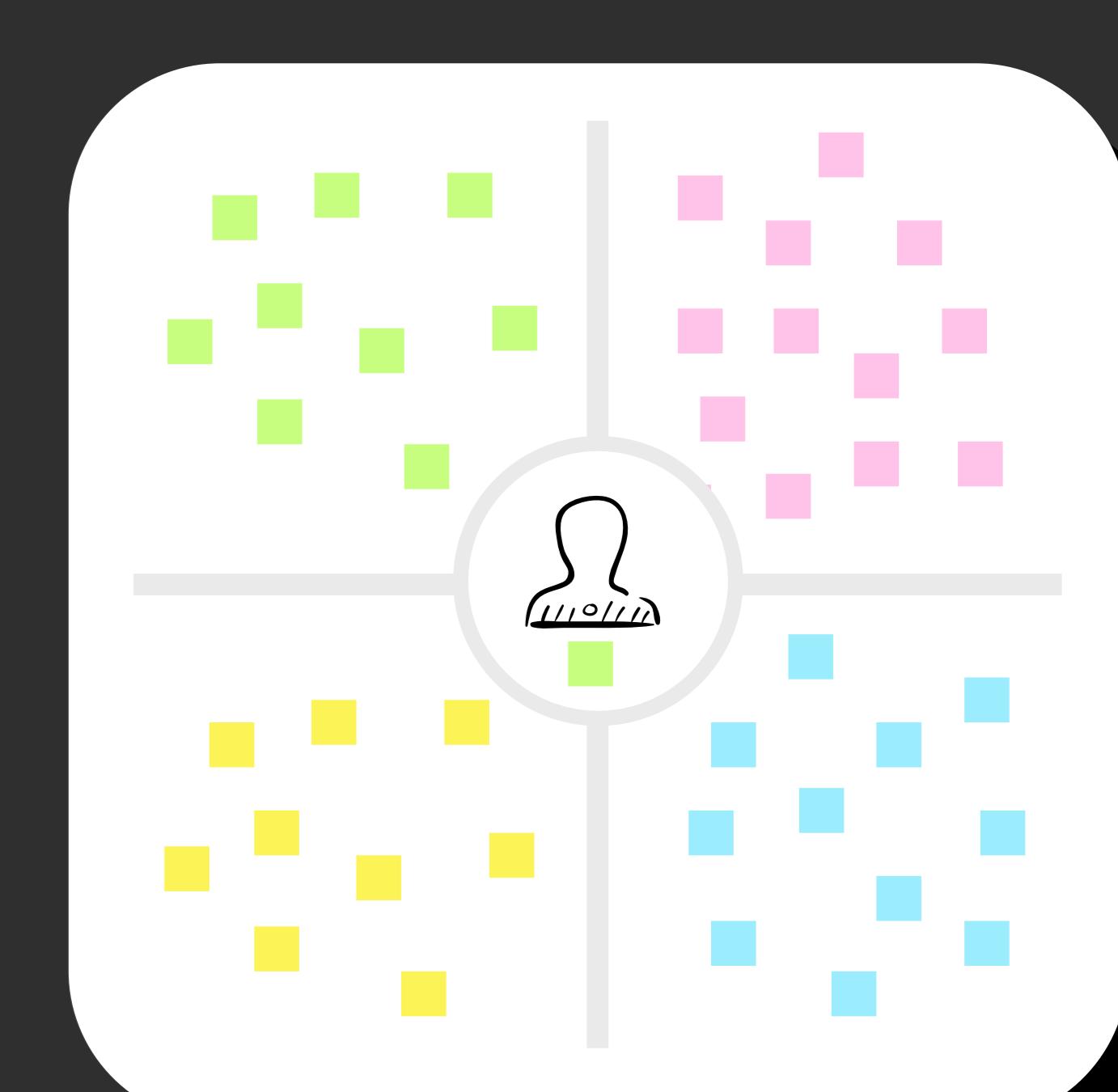
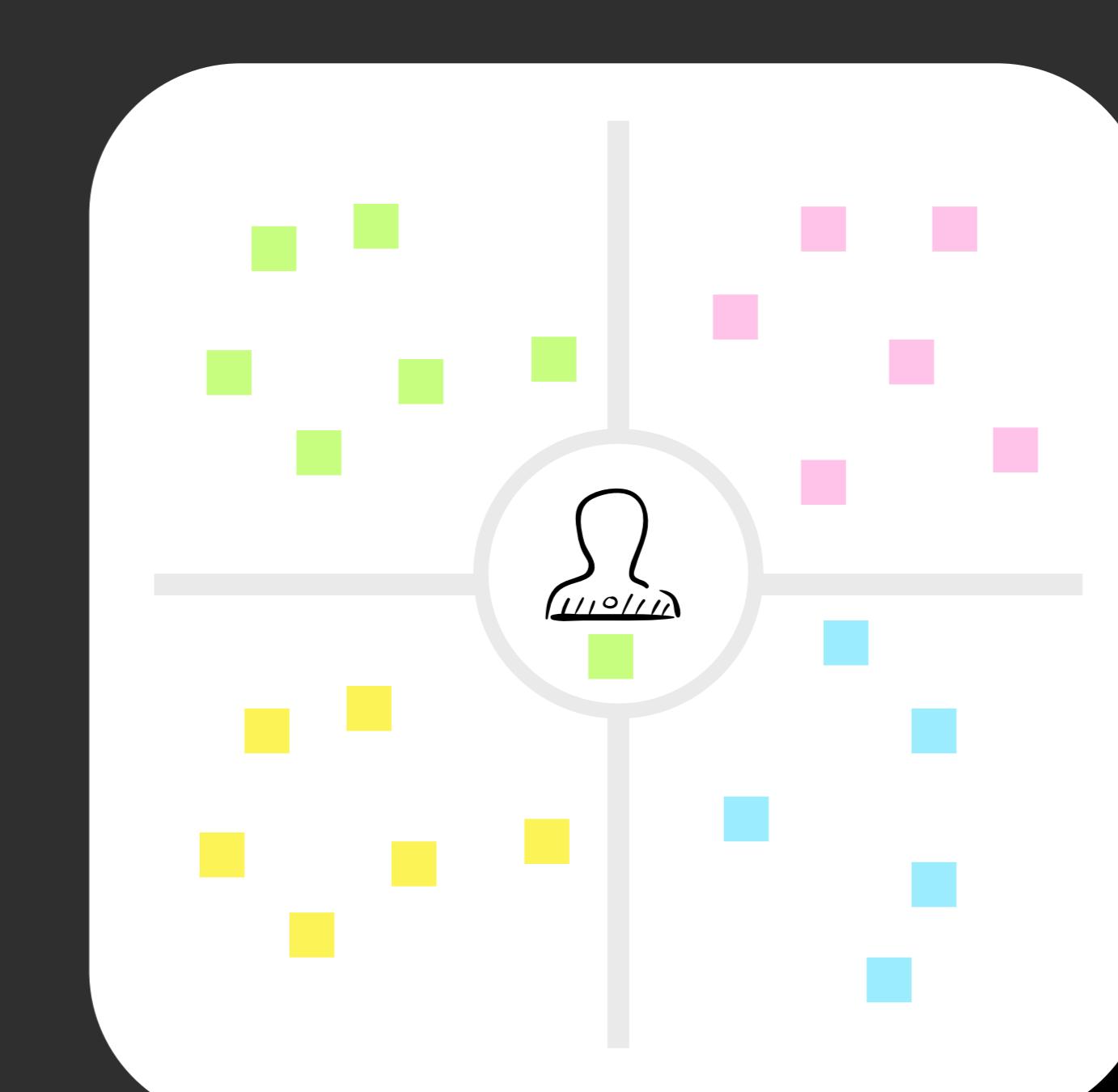
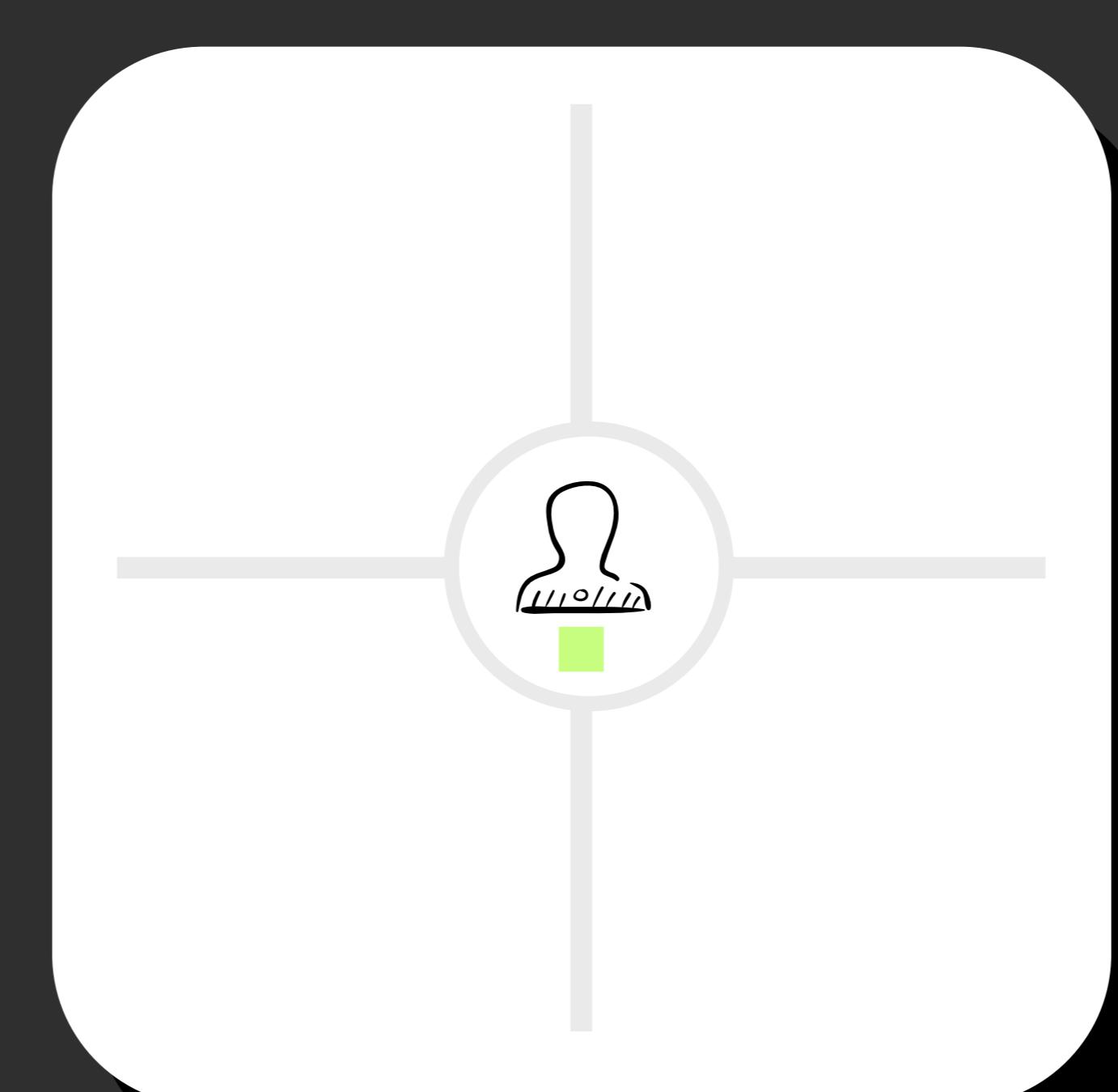
*What behaviour have we observed the bank workers?*

We imagine that they provide service to customers by accepting deposits, cashing checks and exchanging currency.



Educational level also had a significant effect on customer-oriented behaviour.

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