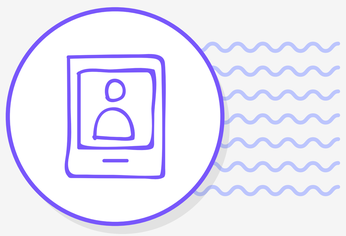
Template



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.

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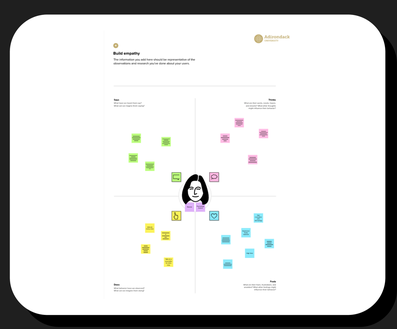

Need some inspiration?

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

Open example →

Build empathy

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

Says

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

Enquiry about the Banks with friends and relatives

Should know about company's reputation, ups and downs yet

Should know the risk and safety management

Should know about the mandatory details

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Will know about the limit of the transaction for normal and high position?

Interest rate for fixed deposit and Recuring Deposit

Availability of low interest loan to start business

What might be the possible issues in transaction yet?

Give them a name and a portrait to empathize with your persona.

Does

What behavior have we observed?
What can we imagine them doing?

Customer satisfaction and service must be good

Trust worthy banks

May provide low interest rate

Advertisement

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Will there be any eligible criteria to invest in leading banks?

What might be the interest rate at maximum level?

Is that possible for a person from one country to invest in other country banks?

How safe it would be?