

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.

Says **Thinks** What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? best performence investment from previous share vakue risk investment profitable analysis growth interest capital standardesed opinion from margin rate stack market other output investor think hear USER \sim see does looking for interest data share operating rate collection market rise charges change and fall profitablity, liqudity capital deposit analyzing and risk growth handling credit management difficulties analysis **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?

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