CHASE BANK APP

EMPATHY MAP

Participant 1

Participant 2

Participant 3

DOING

Commuting to work

Set up bills on autopay

Taking care of kids

Works night shift as nurse

Setting up financial future- investing

Engaged, new to sharing assets

Cash only jobs

Checking if deposit went thru

Lives with parents

SEEING

Family at the end of the day

Checks transactions and credit card

Invoices for past due bills

Black Friday sales

Spending categories

Patients and work environment

Friends

Social media and sale links

Clients and work tasks

HEARING

Discussions about money and bills

Children asking for a new toy

Emails and notifications

Budget notifications when go over

Friends on a night out

Parents with financial advice

Coworker requests/ needs

Friends on the phone

Mom about spending habits

PAINS & GAINS

Concerned about credit score

Depositing check can be a hassle

Tracking balances is easy

Finding routing number is not simple

Touch ID is easy

Likes personalization

Convenience of app and tracking all cash flow

Frustration with raising credit limits

THINK & FEEL

"I need technology to be seamless"

"Chase let's me stay on top of my credit score"

"I like to see my net worth and debts, all my money summarized in one place"

"I need simple with no learning curve"

"Raising my credit limit is the only frustration I've had with Chase"

"I'm not on top of my spending categories or habits"