

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy



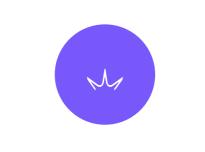
Originally created by Dave Gray at





for the people you serve.





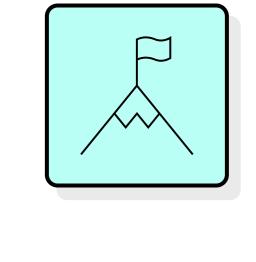
Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

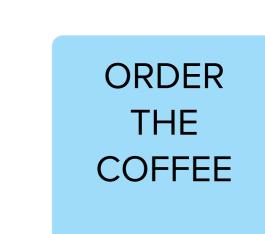
GOAL

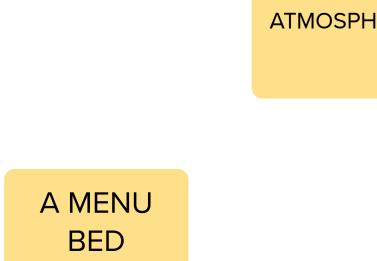
What do they need to DO?

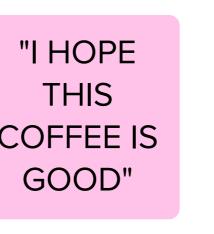
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

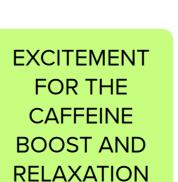


What do they THINK and FEEL?

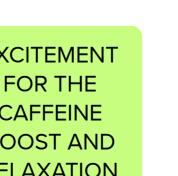




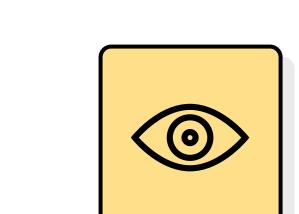






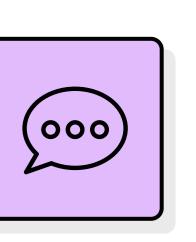








What do they SEE?

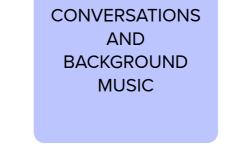


What do they SAY?

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







What do they HEAR?

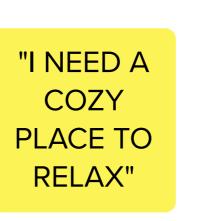
What are they hearing others say?

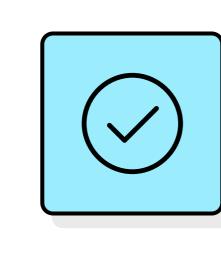
What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second-hand?

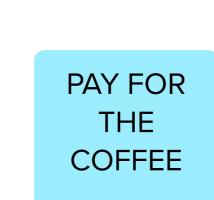
What other thoughts and feelings might influence their behavior?

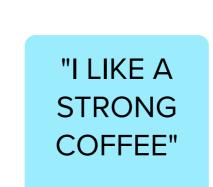




What do they DO?

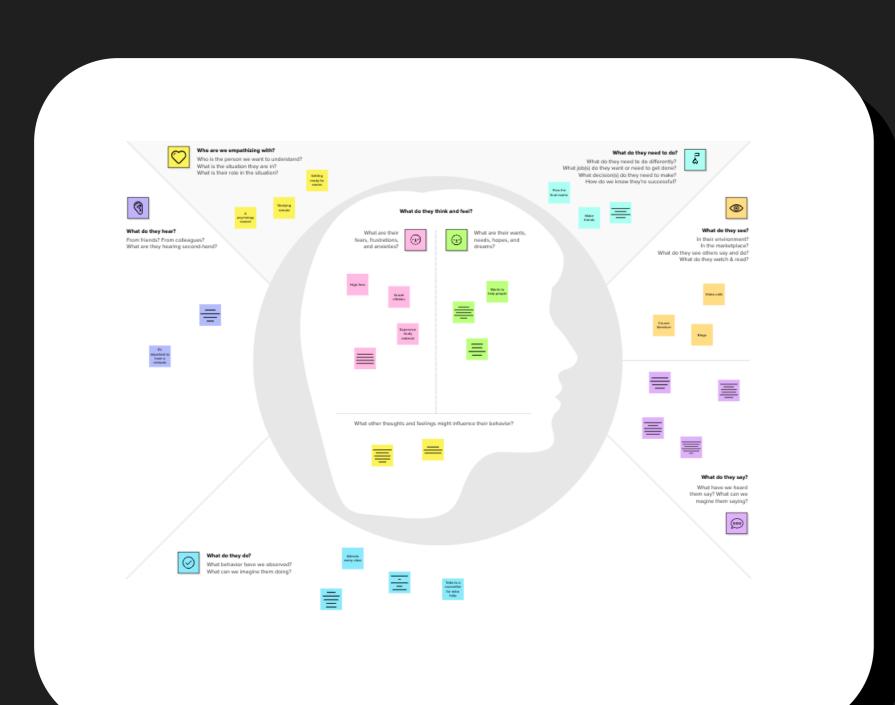
What do they do today? What behavior have we observed? What can we imagine them doing?











Need some inspiration? See a finished version of this template to kickstart your work.



