

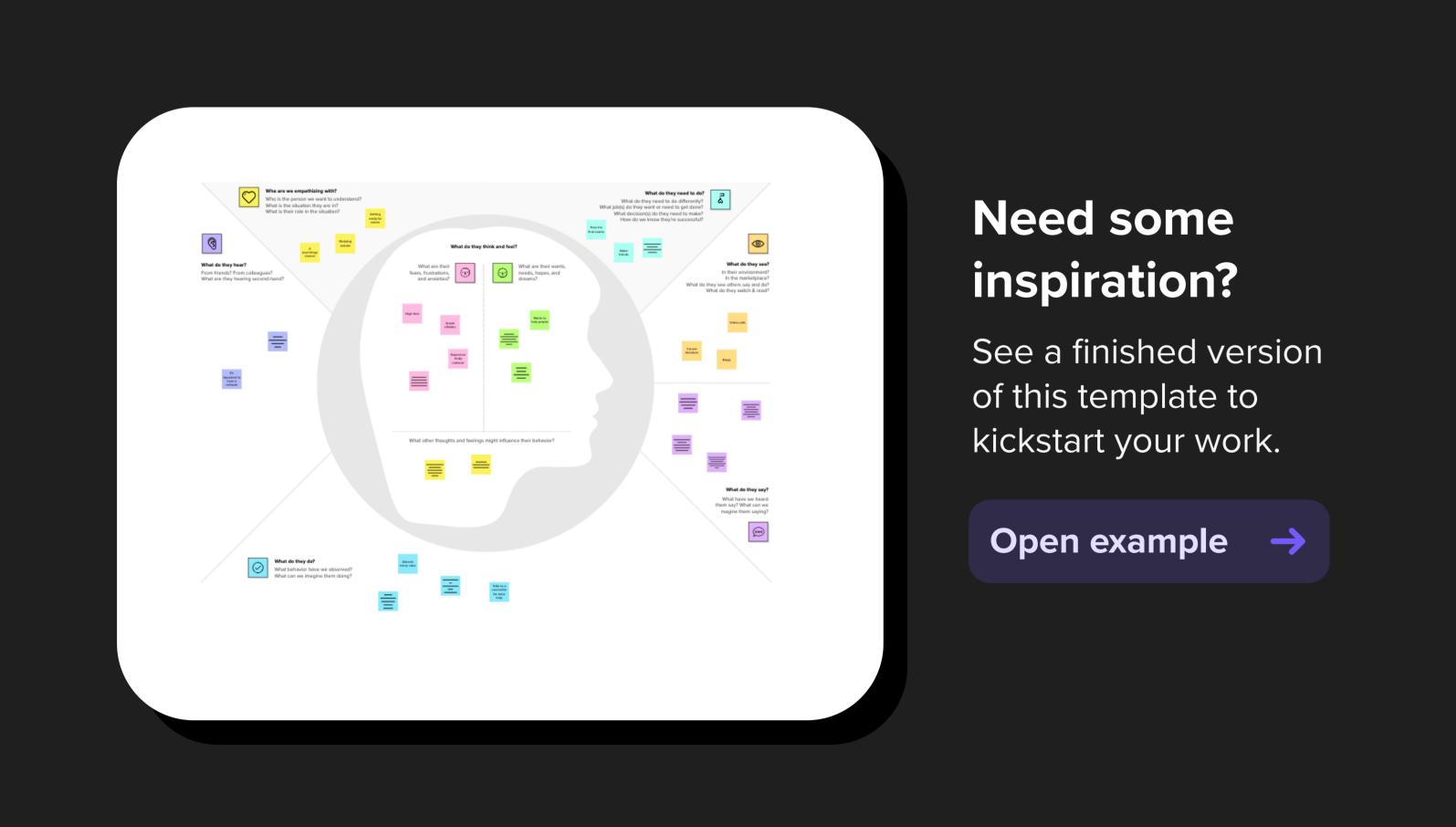
## canvas

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 for the people you serve.

Originally created by Dave Gray at



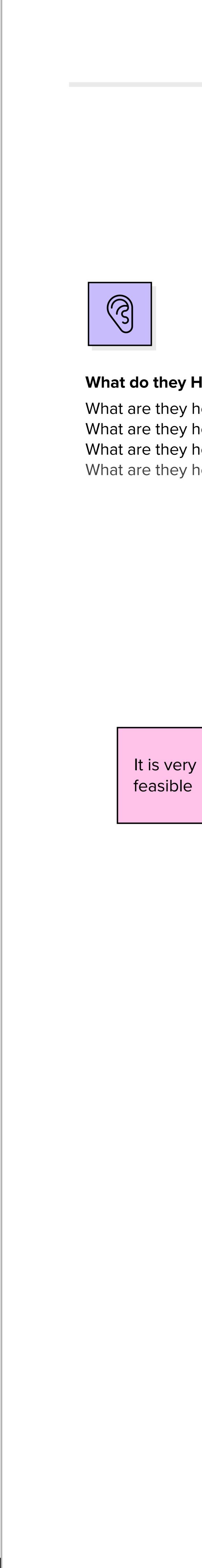
Share template feedback

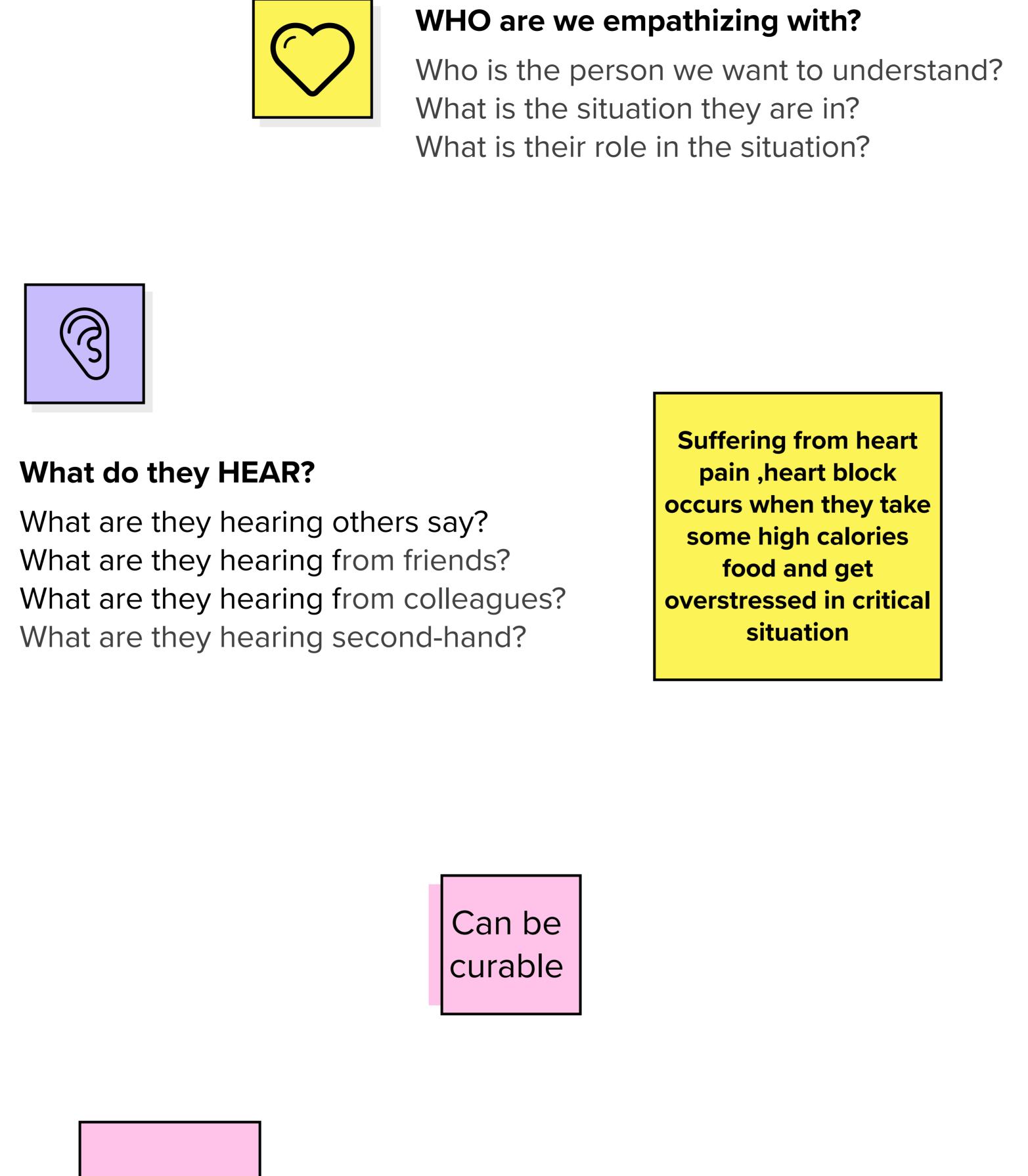




## Develop shared understanding and empathy

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.





It is a valuable

credit for an

individual

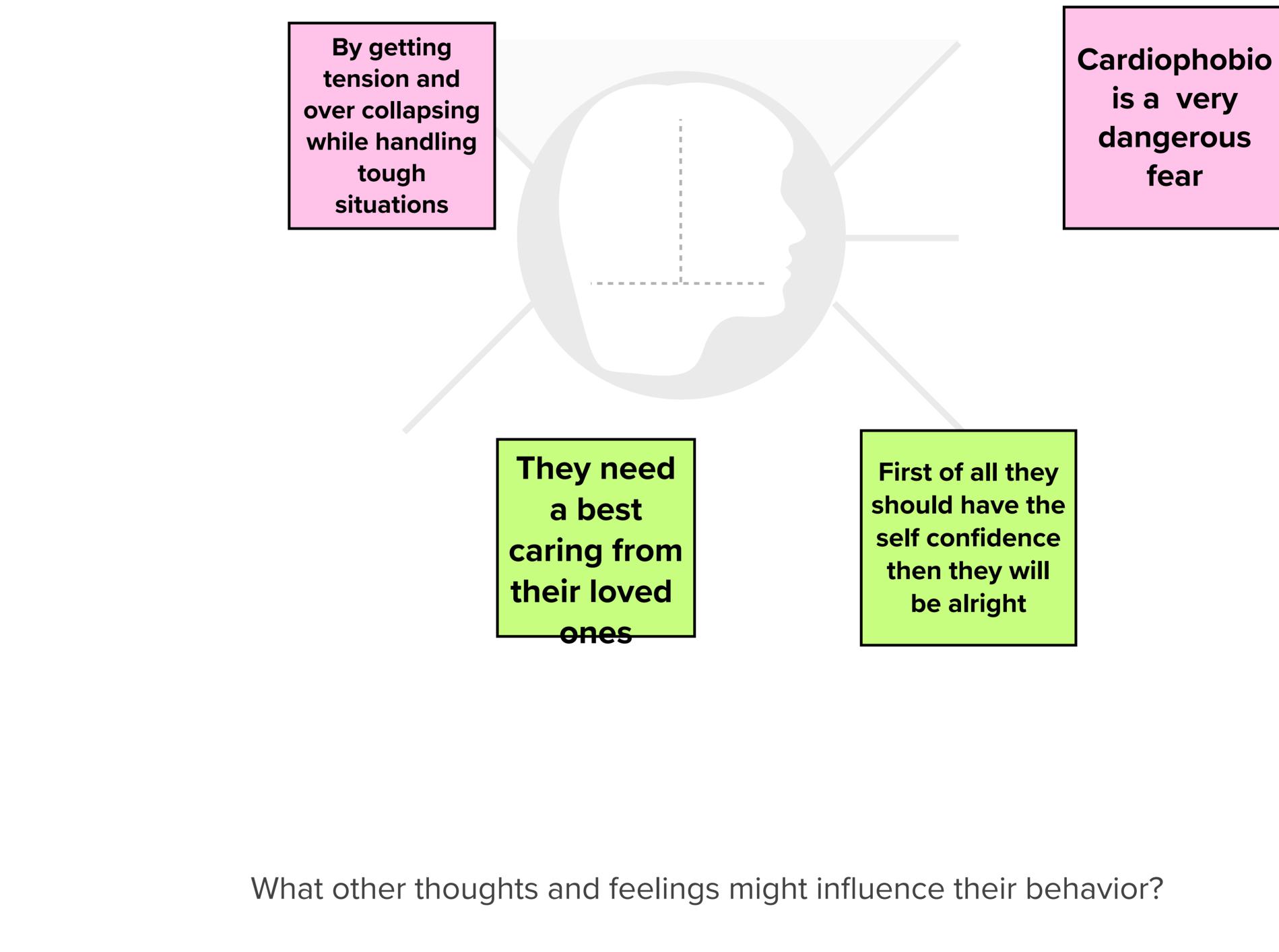
when they get

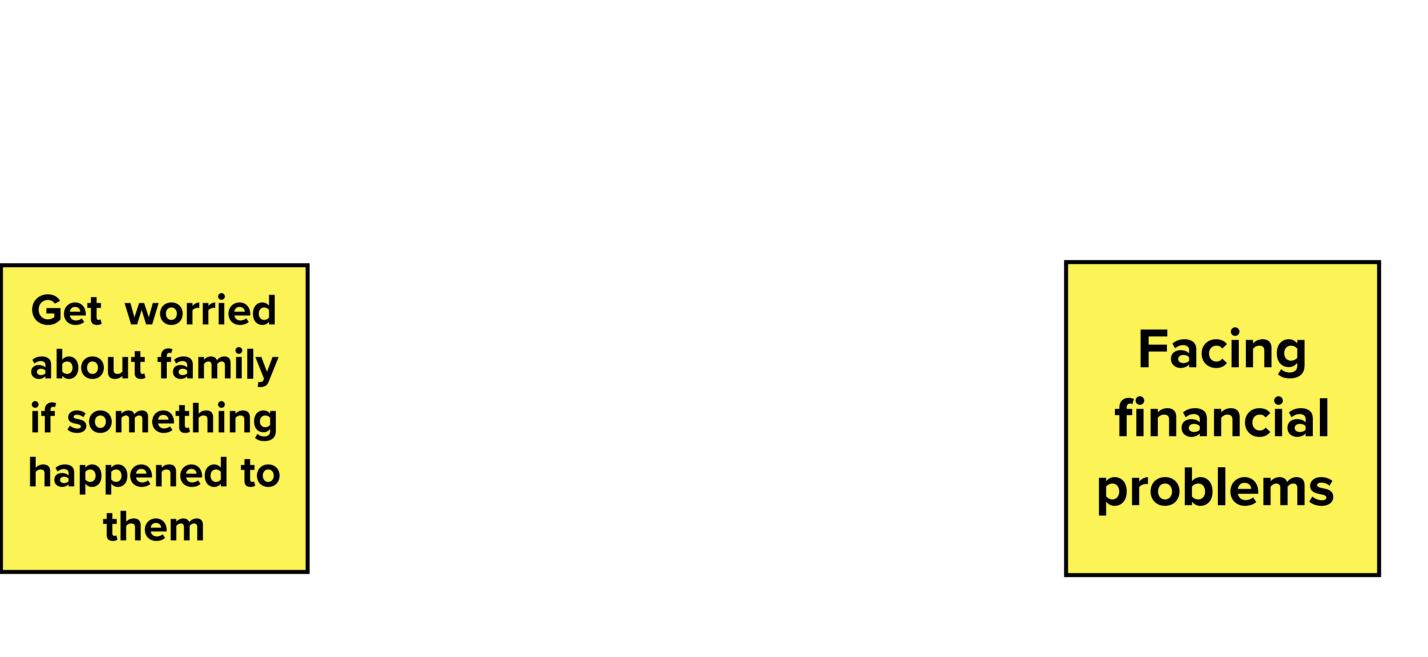
What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?



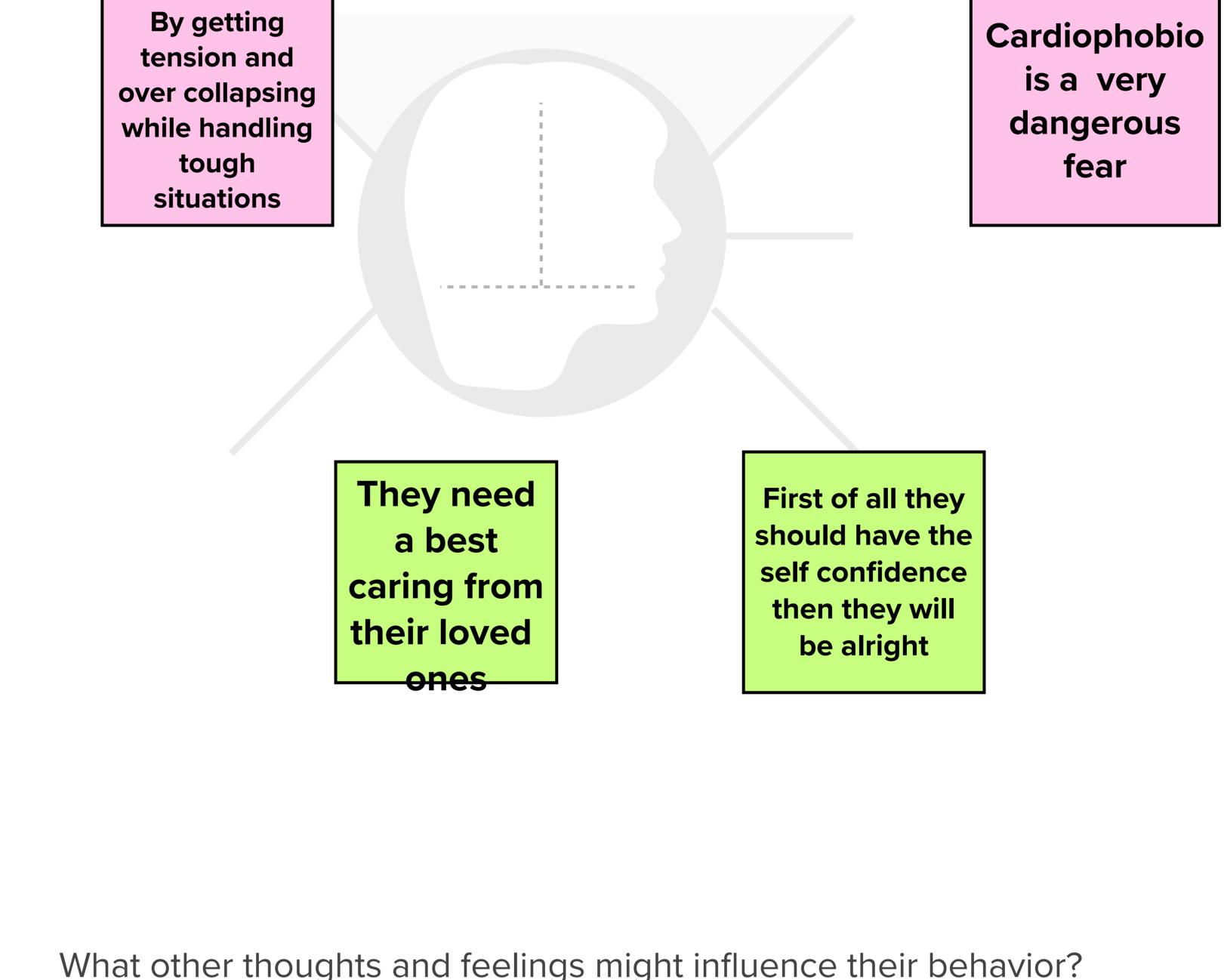


In nervous

conditions

they get

over sweat



**GOAL** 

What do they THINK and FEEL?

(~<u>1</u>~

**GAINS** 

What are their wants,

needs, hopes, and dreams?

**PAINS** 

What are their fears,

frustrations, and anxieties?

persons who

are all affected

by cardio

vascular

disease

Should have to

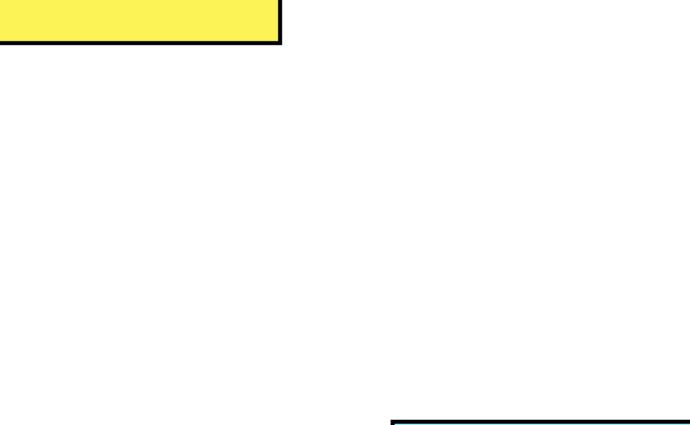
consult a doctor

to check their

cuurent heart

rate,blood

pressure



They are as similar as

had their tablets and

other treatments



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?

They can do sitting

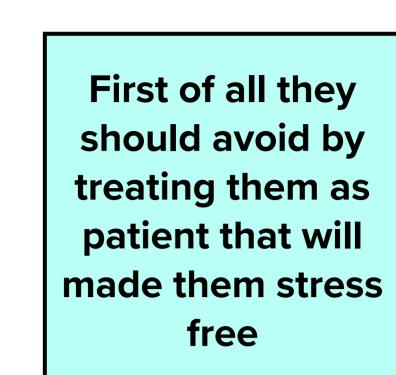
jobs like bank related

which is restful to

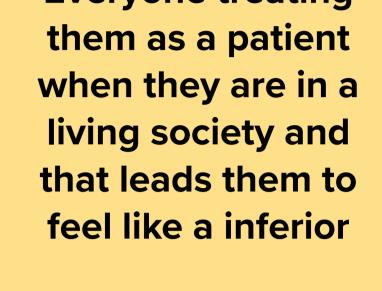
them and they should

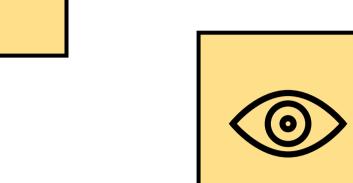
work according to

their body condition



gossiping about their health issues **Everyone treating** 



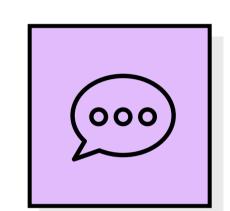


They hear

people

## What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



## What do they SAY?

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



Avoid junk foods and overstressed is the main reason for causing

