

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

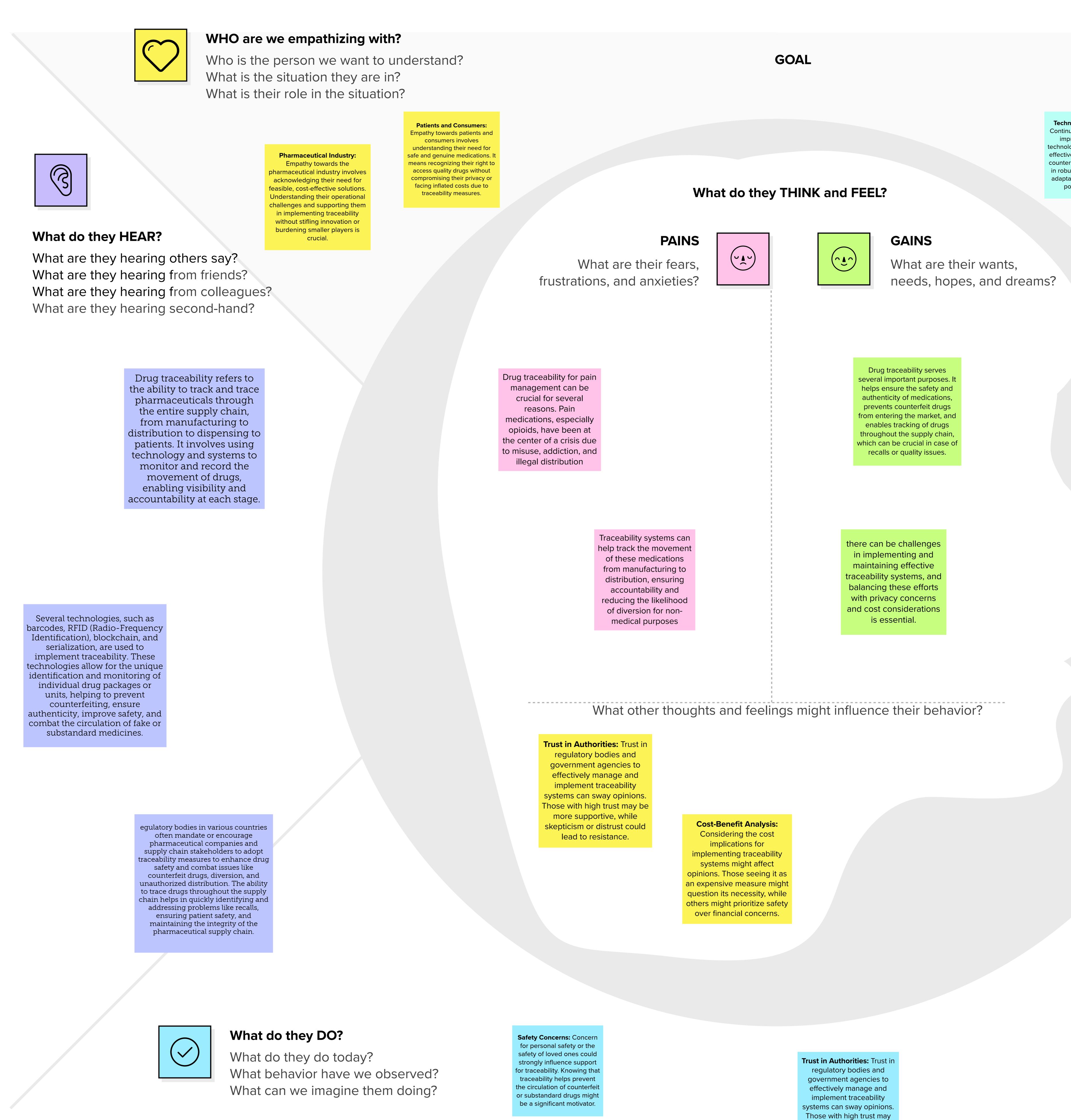


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Develop shared understanding and empathy

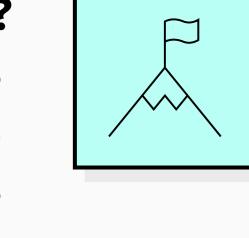
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



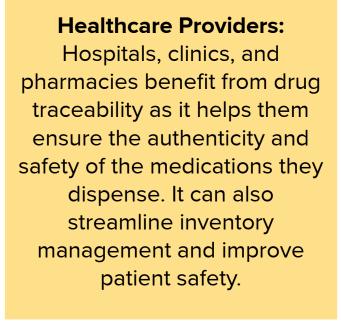


What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

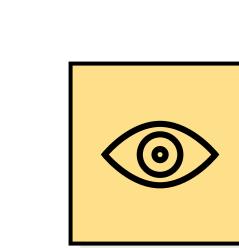
Industry Perspective:



Privacy Protection: Develop stringent privacy protocol and security measures to safeguard sensitive patient data collected through traceability systems.
Transparency in data collection, usage, and protection is crucial.

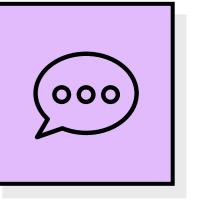






What do they SEE?

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?



Potential for Counterfeit

Adaptation: Critics might

effective.

What do they SAY?

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

Privacy Advocates: Some individuals and groups may oppose drug traceability systems due to concerns about the collection and storage of personal data. They might argue that extensive data tracking could compromise patient privacy or lead to potential misuse of sensitive information.

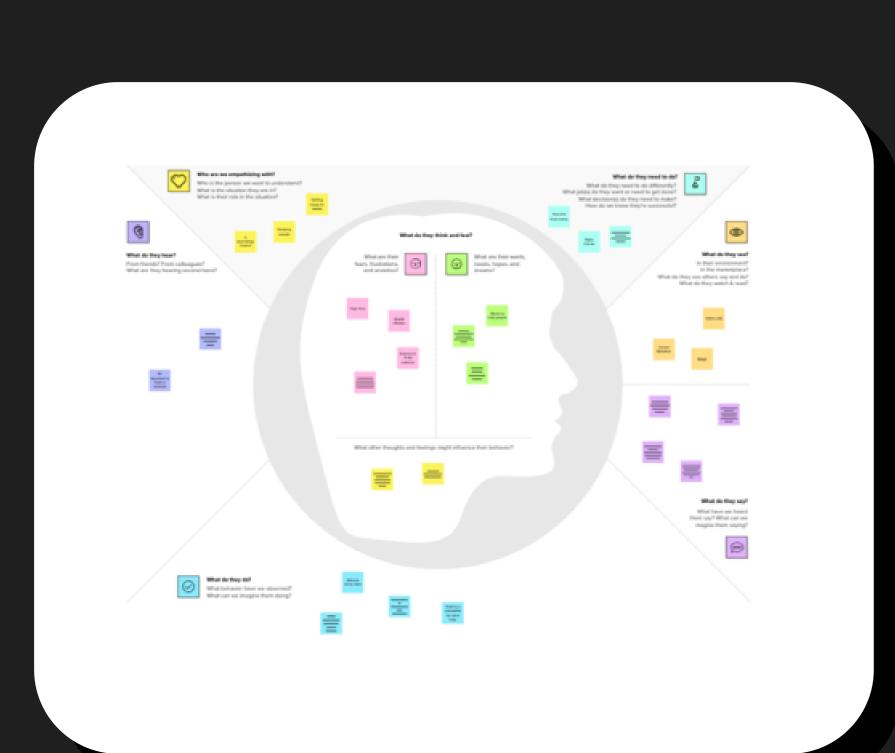
> argue that sophisticated counterfeiters could adapt to traceability measures, finding ways to replicate or manipulate tracking codes, rendering the systems less

Professionals within the pharmaceutical industry might consider the operational impact, regulatory compliance, and technical challenges in implementing traceability systems. Their opinions could be shaped by the practicality and feasibility of such measures.

be more supportive, while

skepticism or distrust could

lead to resistance.



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



