

# 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.

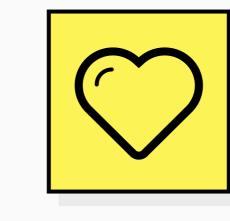
Originally created by Dave Gray at



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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.



#### WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

effectiveness of their complaint management system and provide better customer service.

We are trying to understand their thoughts, feelings, and actions as they navigate the complaint resolution process using the system.

We are trying to understand their questions, concerns, and needs as they consider whether to purchase The IssueTracker or a competing solution.

**GOAL** 

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

team to ask

questions or

schedule a demo

**PAINS** 

What are their fears,

frustrations, and anxieties?

Feeling overwhelmed by

the number of complaint

management systems

available, skeptical about

the effectiveness of The

IssueTracker, or unsure

whether it can handle the

volume of complaints

their business receives.

Feeling frustrated,

anxious, and

disappointed when

their complaint is

not resolved

promptly or

effectively.

**GAINS** 

What are their wants,

needs, hopes, and dreams?

Feeling heard and

valued when their

complaint is

acknowledged and

a resolution is

provided promptly

and effectively.

Access to a reliable and

effective complaint

management system that

can improve customer

service and loyalty,

streamline complaint

resolution, and ultimately

save their business time

and resources.

complaint management

What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

How will we know they were successful?

What job(s) do they want or need to get done?

Researching and

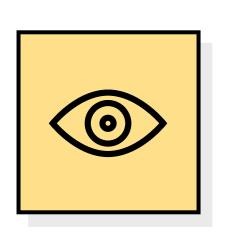
comparing

Contacting The IssueTracker team to ask questions or schedule a demo

different systems

> Making a decision whether to purchase The IssueTracker or another solution

Checking the progress tracker for updates



Testimonials

or case

studies from

satisfied

customers

#### 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?

The IssueTracker website or landing page

Competing

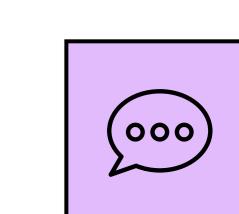
complaint

management

systems

Pricing plans

and features



### What do they SAY?

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

interested in learning more about The IssueTracker"

"Can The IssueTracker handle the volume of complaints we receive?"

#### 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?

Recommendations or feedback from colleagues or industry experts

Sales pitches or demos from IssueTracker team

Reviews from other businesses who have used The IssueTracker

No immediate response, which can cause more anxiety

Customers who have submitted a complaint through the IssueTracker: Feeling frustrated with having to repeat information or follow up multiple times, feeling angry if their complaint is not resolved fairly, feeling relieved and

Potential customers evaluating The IssueTracker: Feeling uncertain about how to get started with the system, feeling excited about the potential benefits of using the system, feeling anxious about the learning curve for using the system, feeling confused or overwhelmed by the available features and pricing plans.

Making a decision whether to purchase The Contacting The IssueTracker or another solution IssueTracker

### What do they DO?

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

comparing different complaint management

satisfied if their complaint is

resolved effectively and fairly.

Researching and systems



