

# Empathy map 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

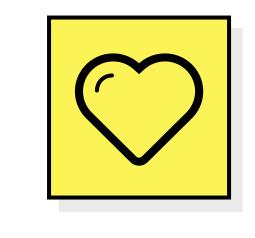


Share template feedback



## 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.



#### 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?

Law enforcement

officials, insurance

companies, and others

may need to investigate

the crash to understand

the cause of the

incidnet and determine

liability.



### 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?

> As an Al language model,l do not have access to the thoughts or opinions of individuals, but I can provide some general information on what people might be saying about comprehensive crash analysis.

As an Al language model, I do not have access to the personal conversations or opinions of individuals or their friends.

> Colleagues who work in law enforcement or transportations safety may recognize the importance of comprehensive crash analysis as a tool for improving road safety and reducing the number of traffic fatalities and injuries.

# What do they DO?

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

respond to crashes may want to understand the causes of crashes to help prevent similar incidents from occuring in the future.

### Police officers and investigators who

**PAINS** What are their fears,

# frustrations, and anxieties?

It is more expensive than other types of Transport because fuel is

Air Transport is prone to accidents. A small mistake can be very dangerous for passengers. Hijacking of planes is easily possible.

Pilots spend much of their time managing and monitoring, rather than actively flying their aircraft.

Overall, there are many

different emotions and

thoughts that could

influence a person's

behaviour when

considering a

comprehensive crash

analysis of a flight.

It involves collecting

and analyzing data

from multiple sources,

including police

reports , witnes

statements, and

physical evidence

from the crash site.

However it can also interfere with pilots basic cycle of planning, doing, checking and acting which is fundamental to control and learning.

What other thoughts and feelings might influence their behavior?

The thought of the plane crash can be terrifying for some people, and this fear may lead them to avoid thinking about the crash analysis or to be resistant to accepting the findings.

various factors that

contributes to a crash,

performance, and

environmental factors.

A comprehensive crash analysis typically involves a detailed examination of such as driver behavior, road conditions, vehicle

### **GOAL**

### What do they THINK and FEEL?

**GAINS** 

needs, hopes, and dreams?

enforment, human factors, and public health. Bringing together different perspectives and expertise can lead to more accurate and insightful analysis.

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?

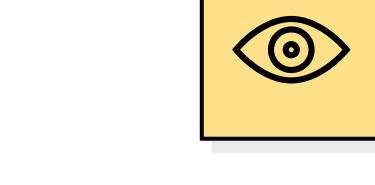
Comprehensive crash analysis

should involve experts from

multiple disciplines, including

transportation engineering, law

As an Al language model, I don"t have access to current real-time data about what people see in the market place.



### 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?

This person would be

responsible for using

data from the crash

scene, witness

statements, and other

evidence to recretre the

accident and determine

hw it happened.

In some cases, immediate crash analysis might involve on-sight testing og equipment or vehicles involved in the crash.



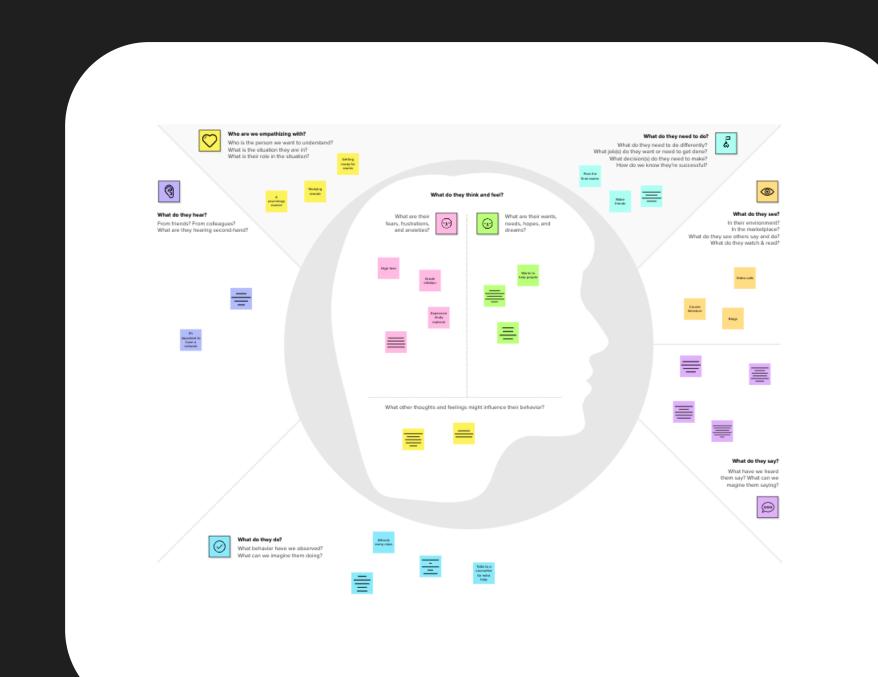
### What do they SAY?

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

The NTSB in the US has emphasized the importance of comprehensive crash investigations as a means of preventing future accidents.

The first step in any crash analysis is to gather as much information as possible about the crash. This may invoove interviewing witnesses, examining physical evidence, reviewing police reports, and analyzing data from any available sources, such as vehicle black boxes or surveillance cameras.

One of the key benefits of a comprehensive crash analysis is that it provides a detailed understanding of the factors that led to an accident.



Need some See a finished version of this template to kickstart your work. Open example -





