

# **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

Originally created by Dave Gray at

for the people you serve.

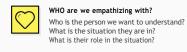






# Develop shared understanding and empathy

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.



What do they HEAR?

What are they hearing others say?

Plasma

donation is

very

complicated

I want to

donate

plasma but

don't know

how to

What are they hearing from friends?

What are they hearing from colleagues? What are they hearing second-hand?

Donors who are willing to donate their plasma to

the needy but unable to find the right platform

Plasma

donors are

very rare

Donee who are looking for the right plasma in case of emergency

situations

Plasm

donation is a

tedious

process

What are their wants,

needs, hopes, and dreams?

Spread

awareness

about plasma

donations

**GAINS** 

Register for the need of plasma when required

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

What do they need to DO?

Get notified about donation camps and requirements and donate accordingly

> An app that networks Donors and donees



## 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?

> Networking eases out the entire process

The process of donation is unknown to general public

## What do they THINK and FEEL?

**GOAL** 

What are their fears, frustrations, and anxieties?

> Finding the right donors at the right time is dufficult

Networking between donors and donee

Networking between donors and donees

> Ease out Plasma donation process

**Physical** advertisement on donation camps



### What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing? People willing to donate plasma don't have enough awareness

Difficult to find donors at the right time



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







