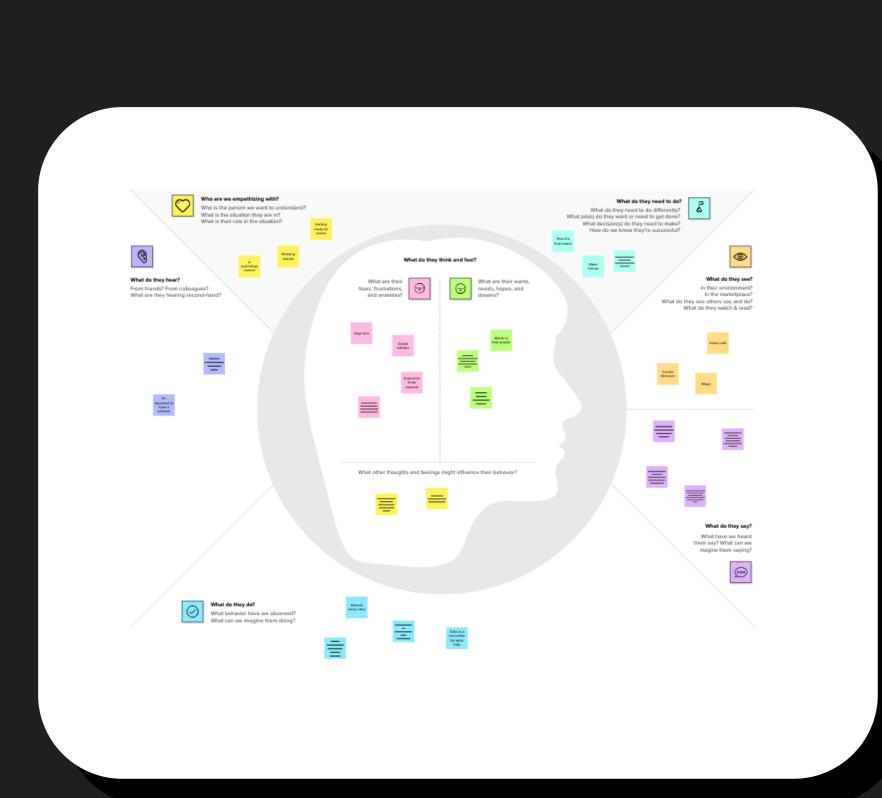


# Empathy map canvas

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

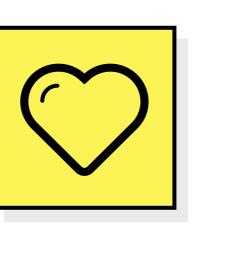






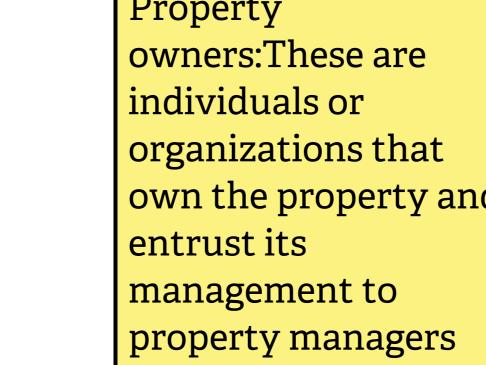
# Develop shared understanding and empathy

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.



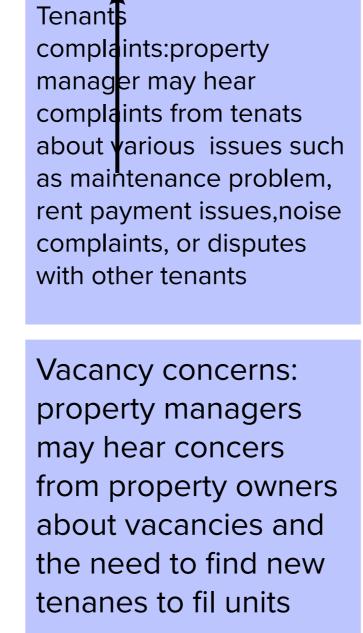
### WHO are we empathizing with?

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



#### 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?





## What do they THINK and FEEL?

# What are their fears,

or cyber-attacks that complexity and teanant or property

What other thoughts and feelings might influence their behavior?

Frustration or irritaion with the

current property management processes :If users are currently

may be frustrated with the time

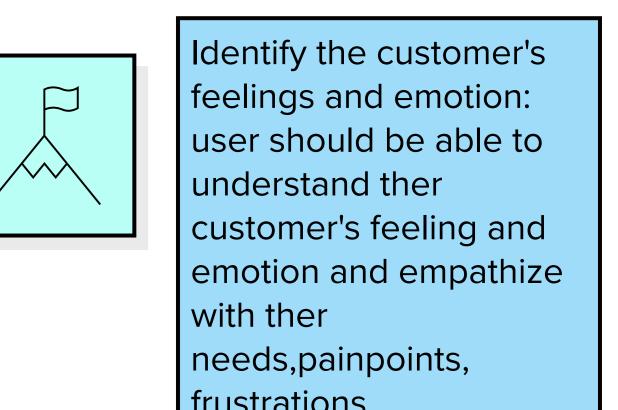
and effort it takes to manager their properties. This frustration could

influence their behavior by making them more likely to seek out and use a new digital solution.

\*Accurate and efficient rent collection and

What are their wants,

# What do they need to DO? What decision(s) do they need to make? How will we know they were successful?

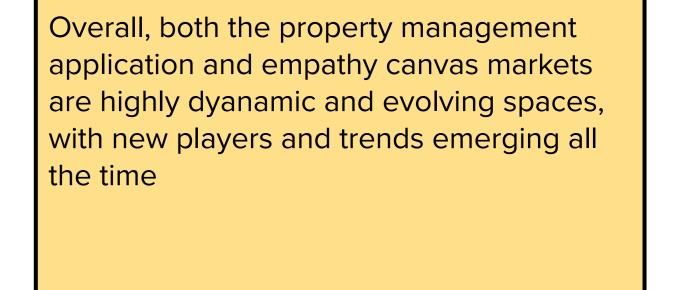


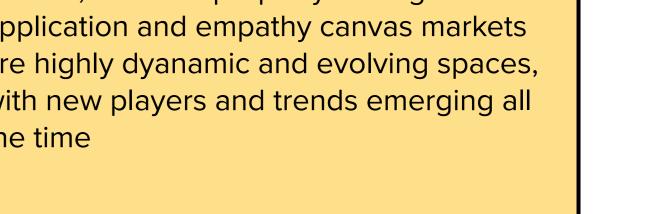
Use on empathy canvas: the team can use an empathy

related to the ncy rates,rent

What do they SEE?

What do they see in their immediate environment?







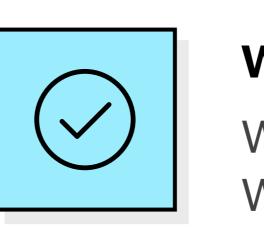
# What do they SAY?

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

Overall, both property management applications and empathy canvas are topics that may generate diverse opinions and perspectives, depending on the context and individual experience.

Overall, the feedback on property management applications and empathy canvas can vary depending individual experiences and

perceptions.



# What do they DO?

These applications These applications may thier features such as rent typically include features

such as rent

