

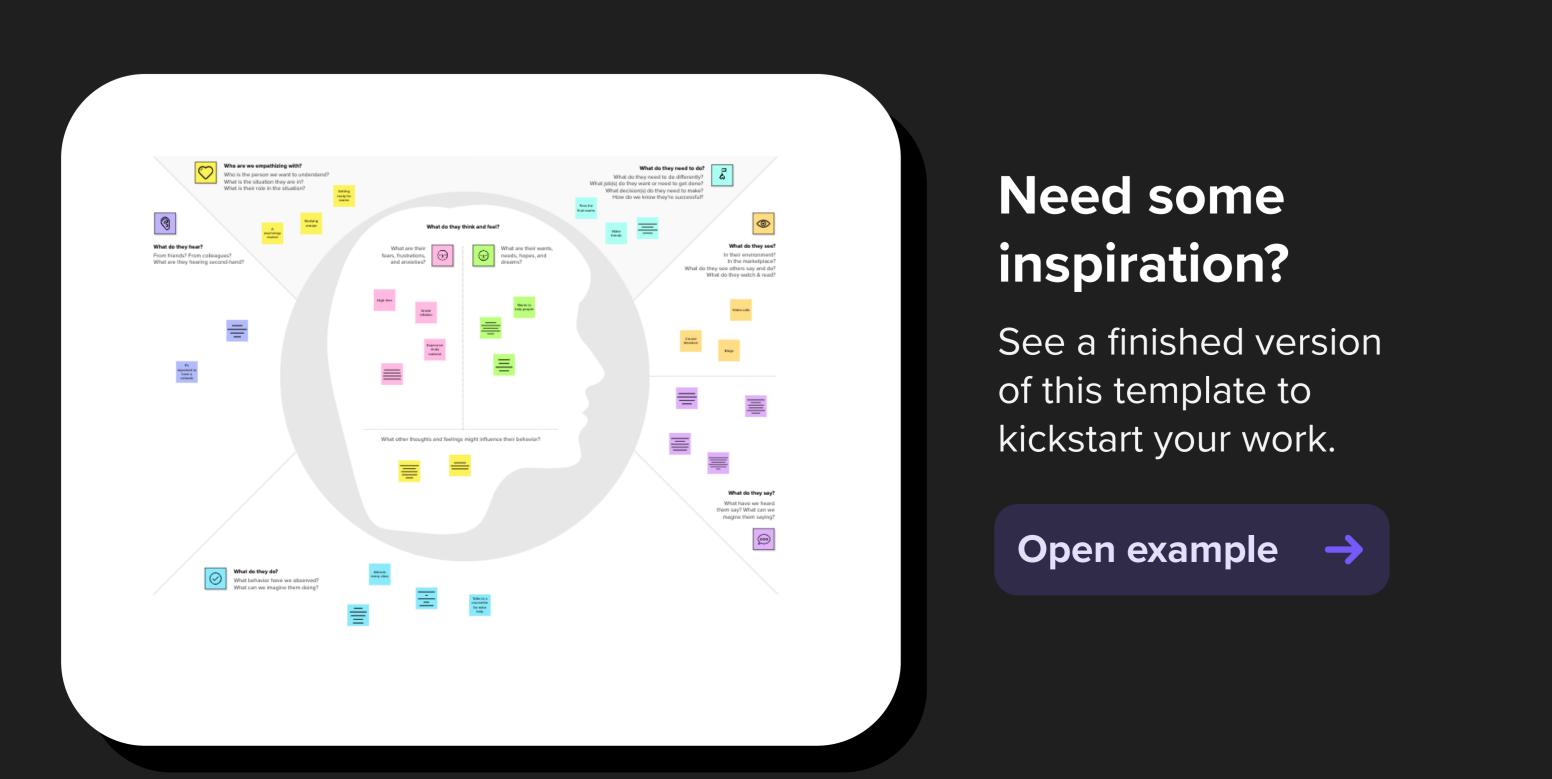
Empathy map canvas

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



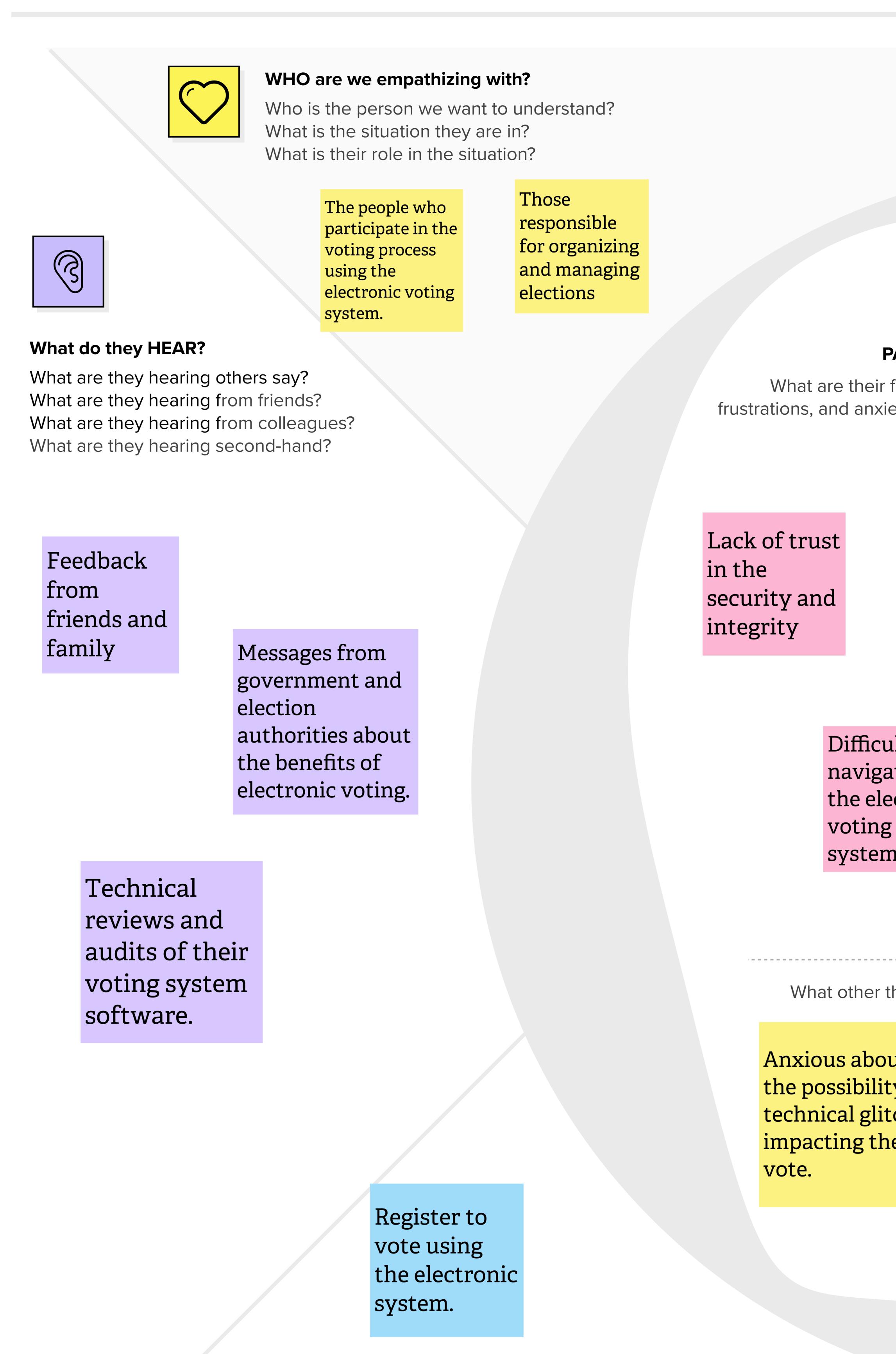
Share template feedback





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.



GOAL What do they THINK and FEEL? **PAINS** What are their fears, What are their wants, frustrations, and anxieties? needs, hopes, and dreams? Convenience of voting from home or Difficulty in Faster and navigating more the electronic efficient voting election system. results. What other thoughts and feelings might influence their behavior? Skeptical Anxious about about the the possibility of potential for technical glitches hacking and impacting their fraud.

Participate in mock elections or pilot programs to

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?

in mock

Share

Share opinions

and concerns

electronic

opinions on

social media

with local

authorities

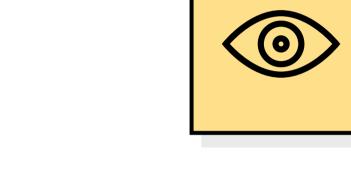
elections

vote using Participate the electronic system.

Register to Promotions and advertisements for electronic voting systems.

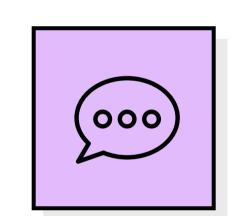
> News articles about electronic voting security.

Online voter registration portals.



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?

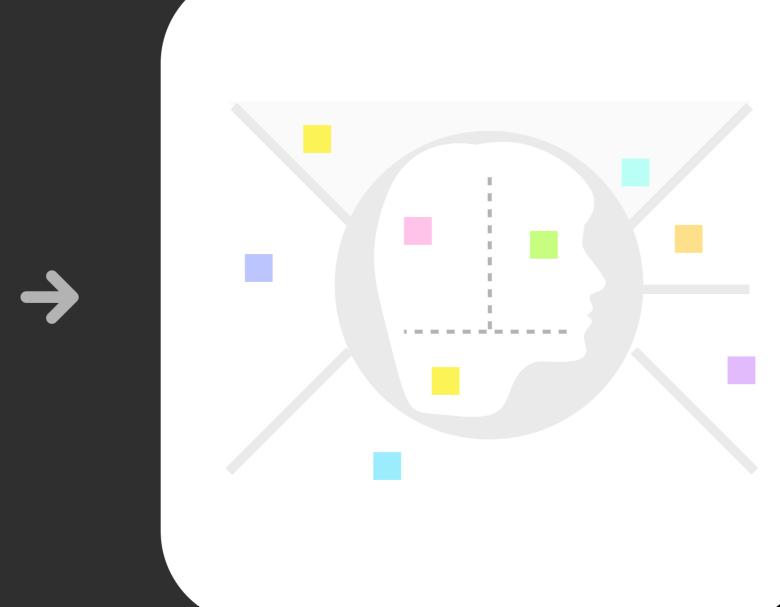
What have we heard them say? What can we magine them saying?

> "I want my vote to be counted accurately, and I want to verify

"I want an electronic voting system that's easy to use."

> "Security is my top concern when it comes to online voting."



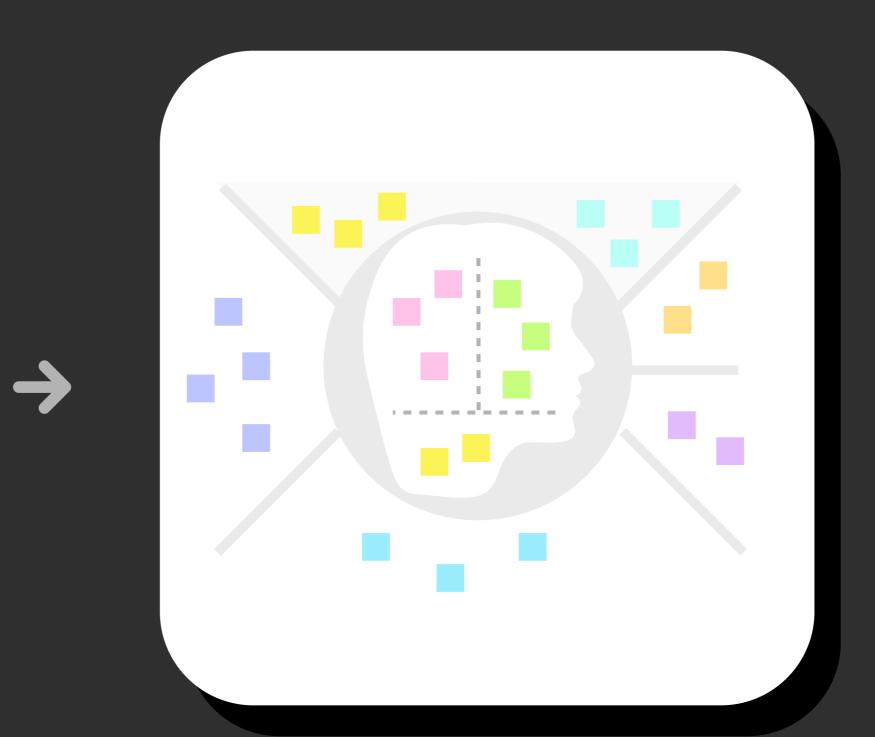


What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?



familiarize

themselves.