Template

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

XPLANE®

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 d… e…

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?

GOAL

What do they need to DO?

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?
How will we know they were successful?

Understand customer satisfaction

Customer

High quality

Detect true incidents or fire

Use multiple Sensor Values

Reduced risk of human error

Better quality

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?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes, and dreams?

Working with different sensors

understanding the working of the platform

Concerned authorities can be notified

Deaths and damages to industrial equipment can be avoided

Difficult to maintain

Reliability

Chances for false alarm

Not a completely fireproof setup

Completely automated process

To allow for quick emergency responses

Can we operate it manually

Can the sensor monitor the temperature

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?

Collect and process IOT data quality

Gain basic knowledge in IOT

Improve existing project and add additional features

Need to act immediately

What other thoughts and feelings might influence their behavior?

What do they SAY?

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

Work with IOT data easily and quickly

Cost effective

List the pros and cons of the system

Take public surveys to know the system efficiency

Real monitoring

Early detection

Understanding the embedded programming

What do they DO?

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

Intelligent fire management system

Enhanced fire safety

Ensure the safety of the system

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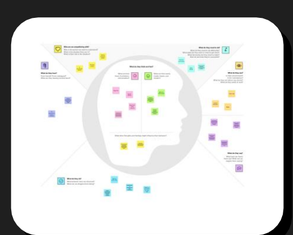

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example