

Empathize & Discover

Empathy Map Canvas:

It is a useful tool to helps teams better understand their users.

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, frustrations, and anxieties?

Difficulty translating client language to technical specs

Lack of cross-team design mechanism gathering codes and testing

Inconsistent documentation across the lifecycle

Delays due to inefficient debugging

Overwhelmed to process too many deadlines

Anxious about missing key features or bugs

Frustrated by repetitive coding and testing tasks

Cautious and hopeful about AI-powered productivity tools

GAINS

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

Wants an AI assistant to simplify the SDLC

Needs a tool that generates code, tests, and documentation automatically

Prefers an integrated platform that works with GitHub, VS Code, etc.

Desires AI feedback on code quality and architecture

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?

"I wish I had a tool that could write code from requirements"

"It's hard to keep documentation updated alongside rapid development"

"I waste too much time debugging small issues."

"Writing test cases manually is time-consuming and boring."

Writes user stories manually from verbal or vague client notes

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 imagine them saying?

"I wish I had a tool that could write code from requirements."

"I found a design tool that could generate client-ready designs faster."

"We've got a new feature in the pipeline, we're super busy!"

"I realize too much time is being spent on manual testing."

What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

Manual tests and debugs code.

Codes from scratch or adapts old templates.

Switches between tools like Word, Jira, GitHub, and IDEs.