

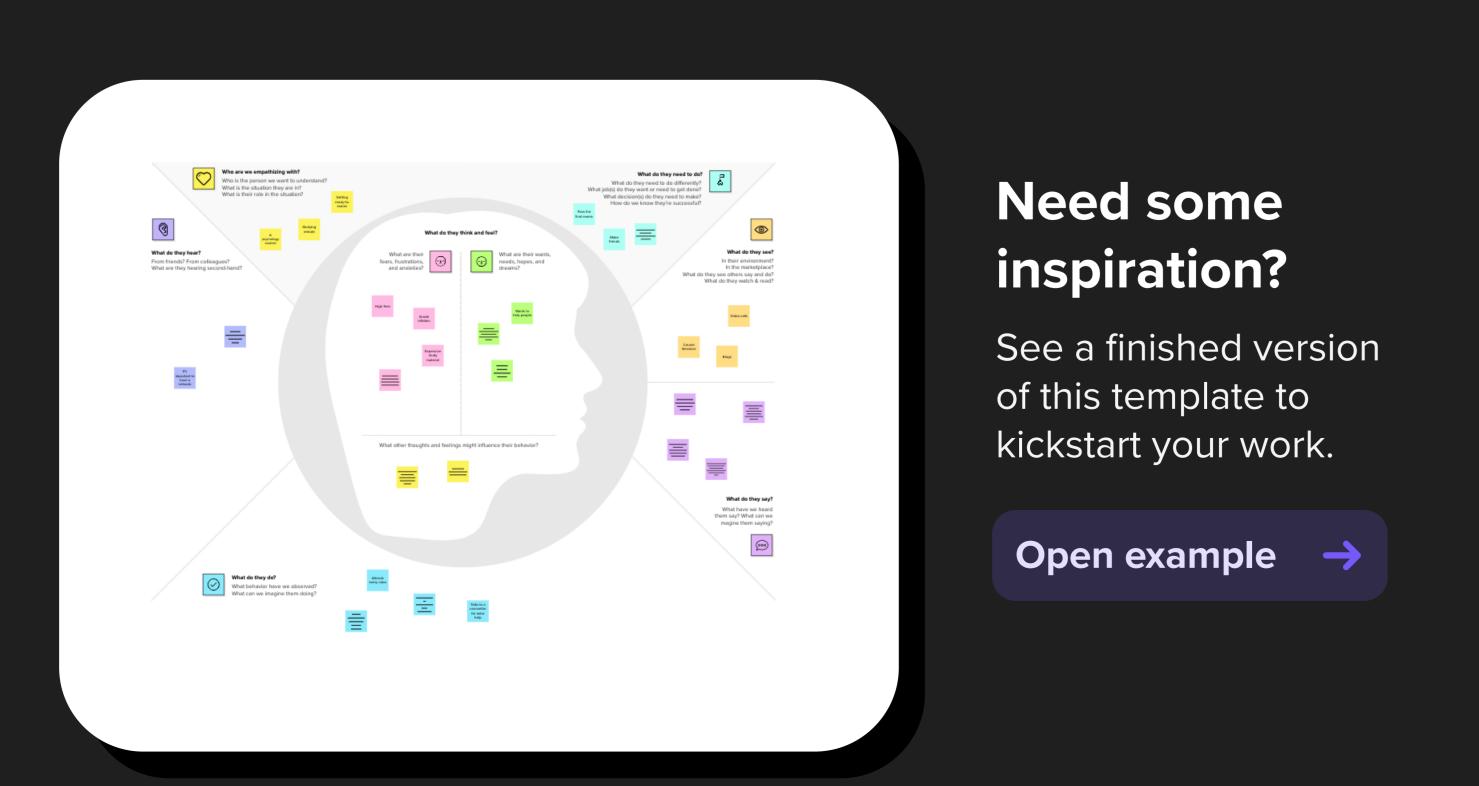
canvas

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



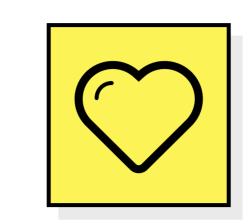
Share template feedback





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.



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?



CRM software or

technology is a too or system of tools that help

businesses aggergate, organize,and analyze customer information

data to better managee.

It allows

businesses to

the business to

grow.

understanding the feelings of customers. It goes beyond recognizing and addressing their tactical requirements and puts things into futher context by viewing things from their perspective

identify their needs and, manage conflicts better-in turn, this helps to increase customer satisfaaction and build loyalthy.

We shoild obtain

minimum 40%

marks in internal

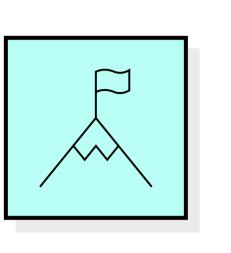
that is 10 out of

25 marks

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?



(G)

What do they HEAR?

Provides a central

place where

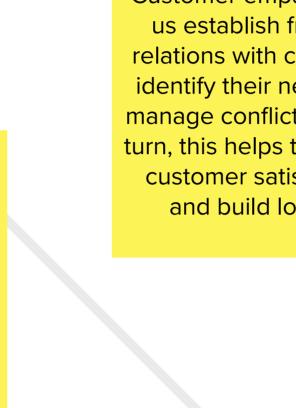
businesses can store

customer and prospect data, track

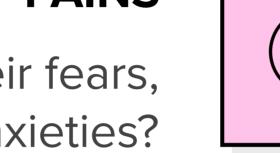
customer interactions,

and shere this information with colleagues

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?



PAINS







Employee

tracking.

Social media.

Lead

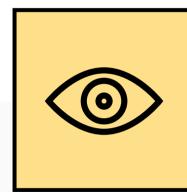
Real-time data...

management.

 Customization. Thirdpartyintegration. Customer service

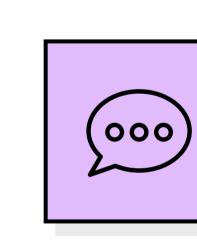


Create and send quotes or proposals to customers.



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?

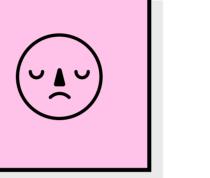
First we conduct the internal marks then we given the internal marks

> First we choose a college, and then choose a

> > course



What are their fears, frustrations, and anxieties?





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

Customer relationship

management (CRM) solutions

enable businesses to store

and manage all their customers' data. that data can be minded for insights, used to to automate marketing and sales processes, forecast future A CRM can help you store sales and mush more. customer data such as user behabior, how long a customer has been with your business, purchase records, and notes on

We can pass to get at sales interactions, which you can use to optimize your sales least 30 and marketing processes and marks improve customer service across your organization

What other thoughts and feelings might influence their behavior?

Become curious about people you don't know. Empathetic people are people who are curious about those arond them.

Connect with social action movements

assesment

We need good marks in all the students

The marks you obtained in your exam or theory is external marks



What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?



