

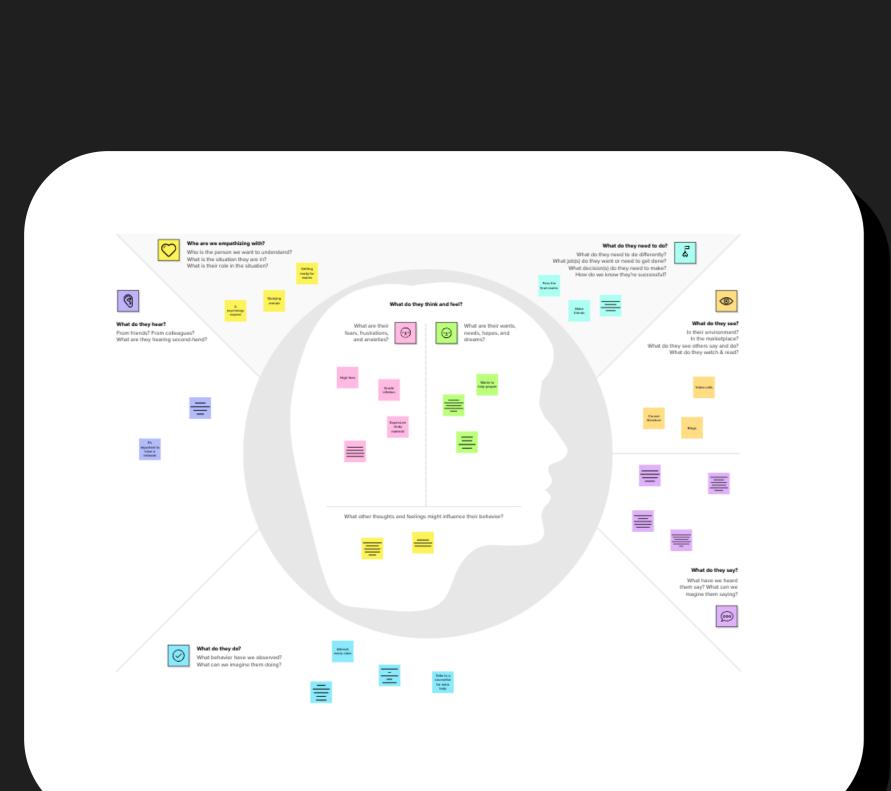
canvas

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.

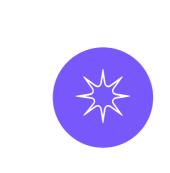
Originally created by Dave Gray at



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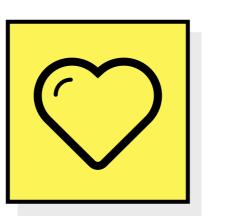


Need some inspiration? See a finished version of this template to kickstart your work.



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?

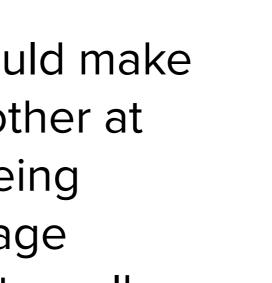
*Giving people your full attention in meetings ,being curious about their lives and interest and offering constructive feedback are all empathic behaviour. *The empathy as the ability to understand and share the feelings of another persons without having the same experience.



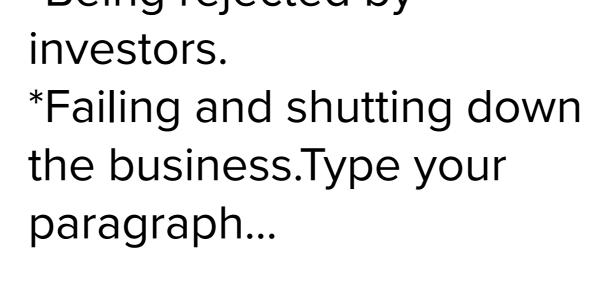
What do they HEAR?

*Motivation and Loneliness are among the top unforeseen challenges of starting a business. *While the most co-founders would make these sort of promises to each other at

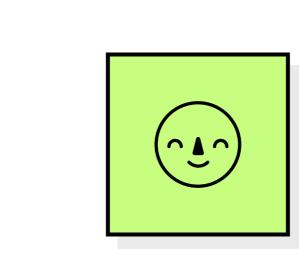
the beginning of their journey,being friends was a significant advantage because we trusted each other to walk the talk.



*Lacking support *Finding the first user. *Being rejected by investors.



PAINS



GOAL

What do they THINK and FEEL?

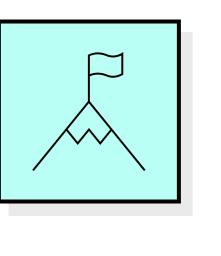
GAINS

*Creativity. *Team culture. *Versatility. *Unique experience. *Low cost of setting up.

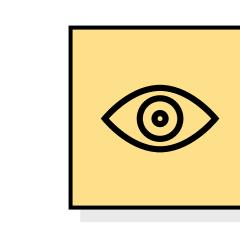


What do they need to DO?

*Identifying the target market. *Building the team. *Outlining the financial goals. *Creating the marketing plan. Type your paragraph...

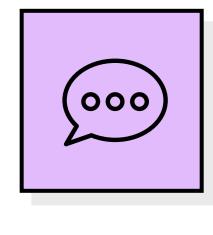






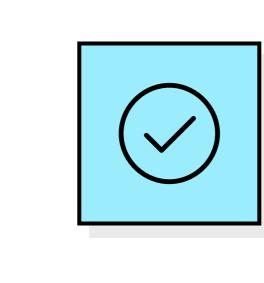
What do they SEE?

*Evidence of the financial commitments and sacrifices already made by the entrepreneur. *Your plan for growth can include sales and marketting stratergies to help promote and sell your product or service



What do they SAY?

*Experts says some good first steps in starting a business are researching competitors ,assessing the legal aspects of your industry considering your personal and business finance, getting realistic aboutb the risk involved, understanding timing, and hiring help.



What do they DO? *Defining a start up *Developing the business model *Building the team *Managing growth













