

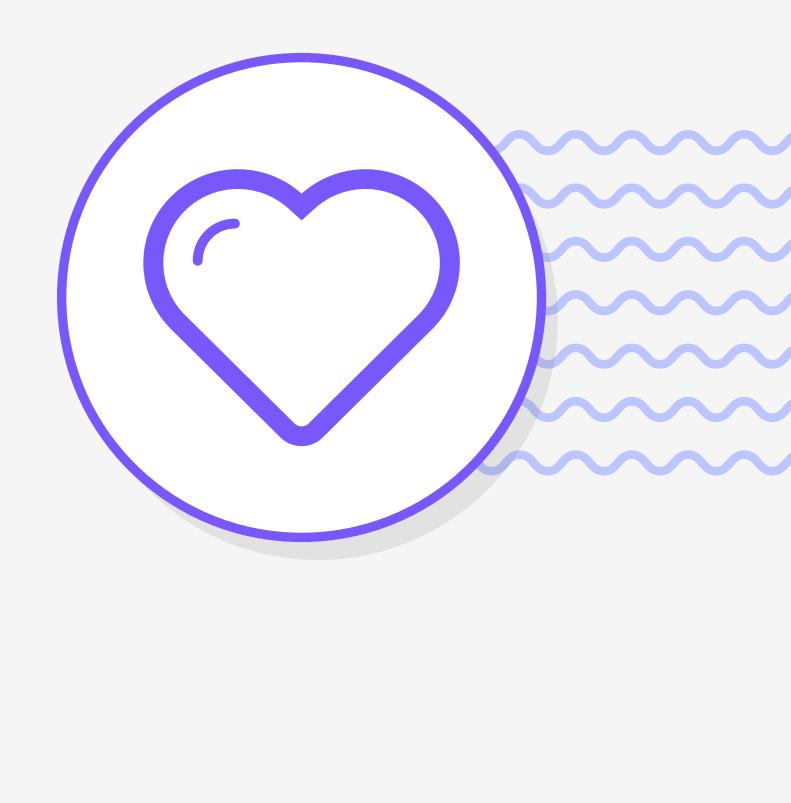
canvas

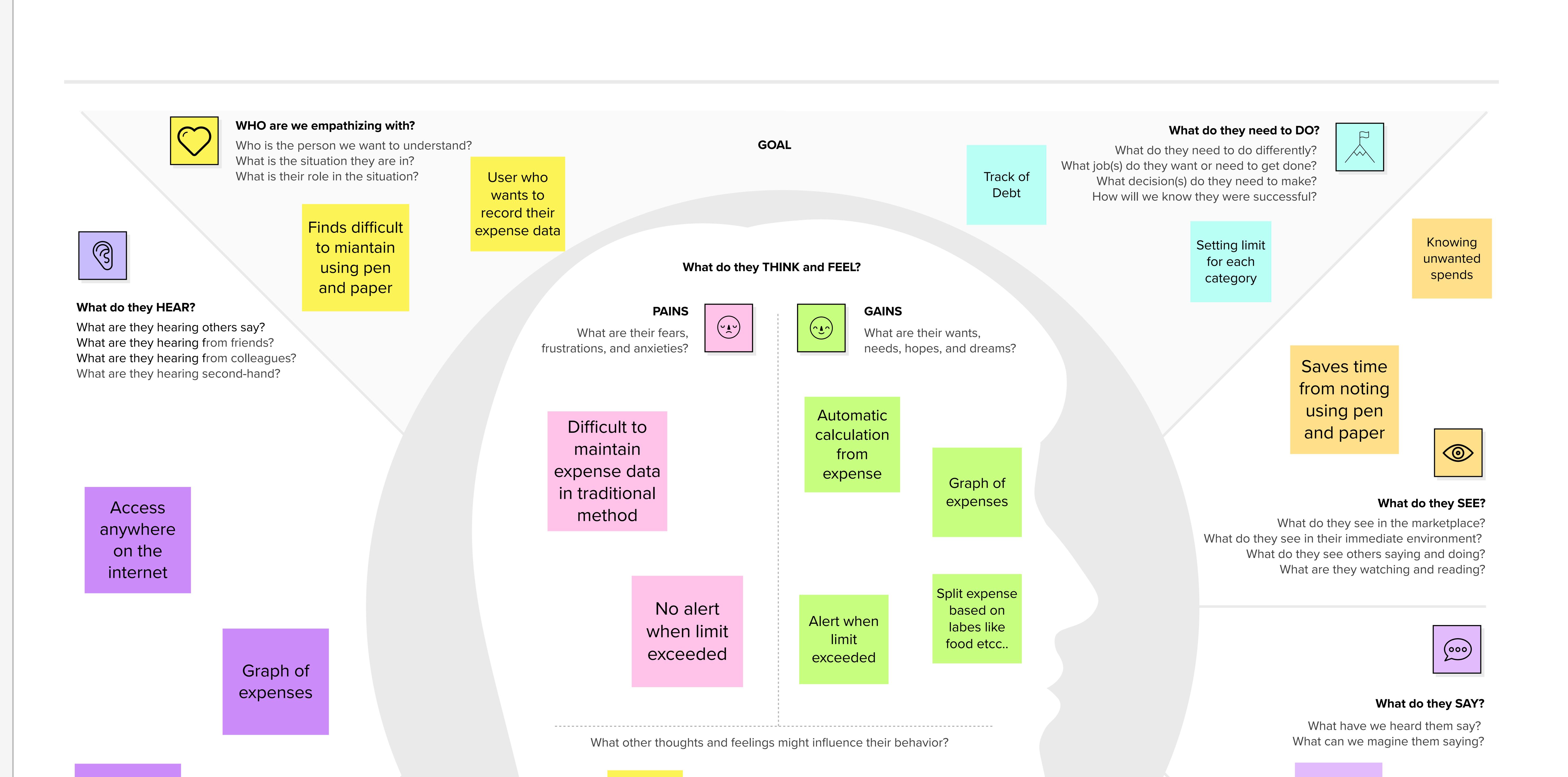
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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What do they DO?

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.

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

Keep track transaction

Direct bank

Alert when limit exceeded

Keep track Saving

Downloadable

Transactions

maintenance o

budget

Visualization

of category

spent

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



Easy to use



