

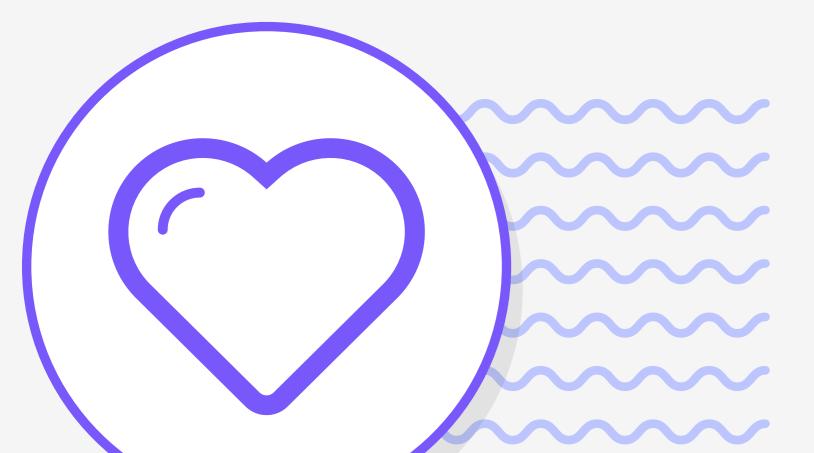
canvas

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

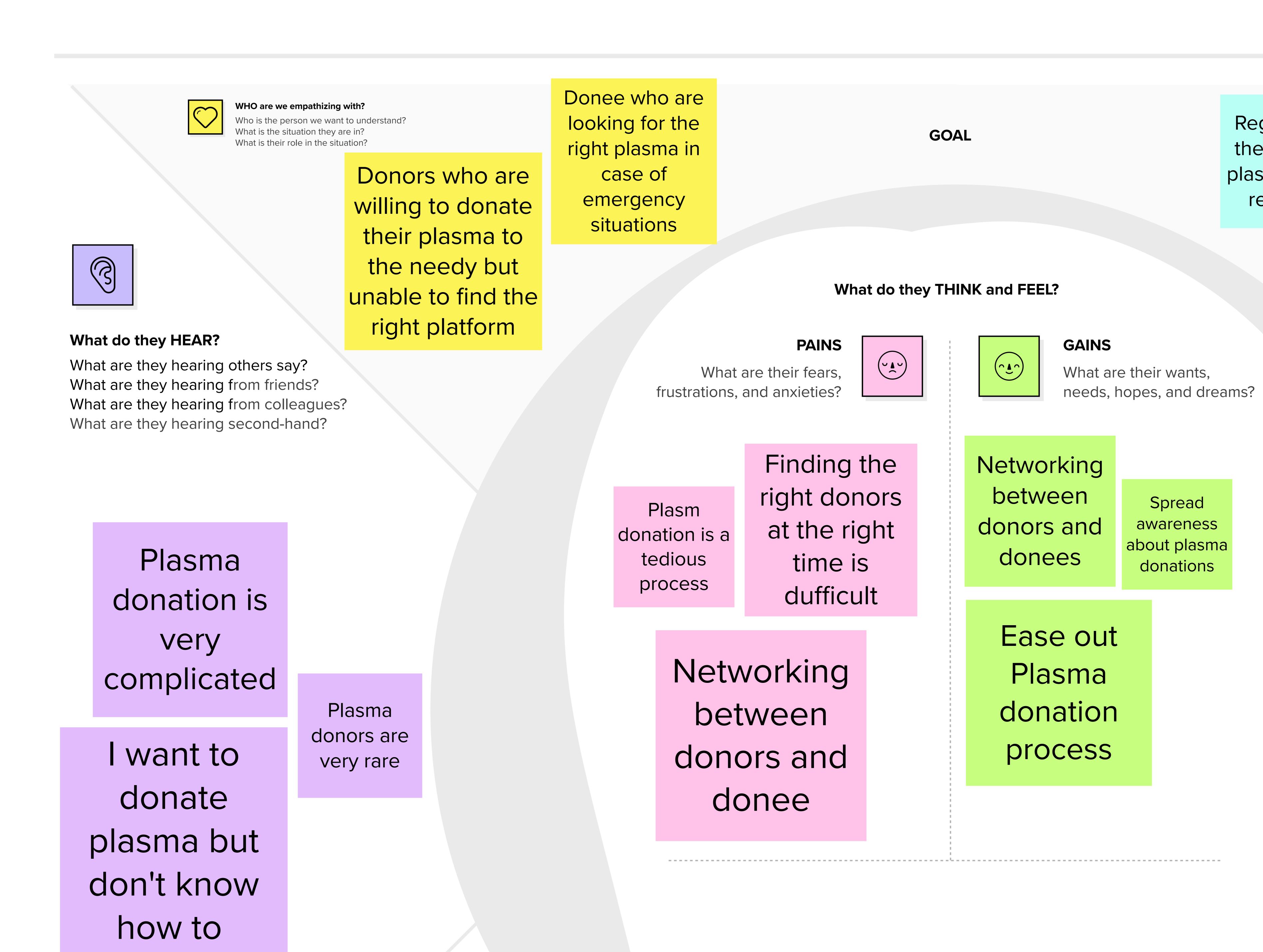


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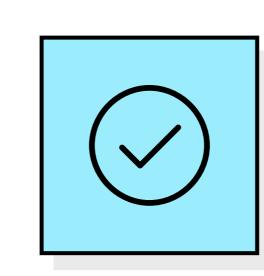


Develop shared understanding and empathy

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.



Physical advertisement on donation camps



What do they DO?

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

People willing to donate plasma don't have enough awareness

Difficult to find donors at the right time

What do they need to DO? What do they need to do differently?

How will we know they were successful?

Get notified about donation camps and requirements and donate accordingly

Register for

the need of

plasma when

required

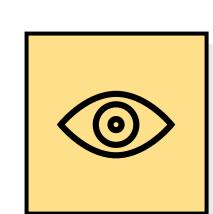
Spread

awareness

about plasma

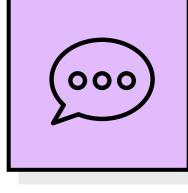
donations

An app that networks Donors and donees



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?

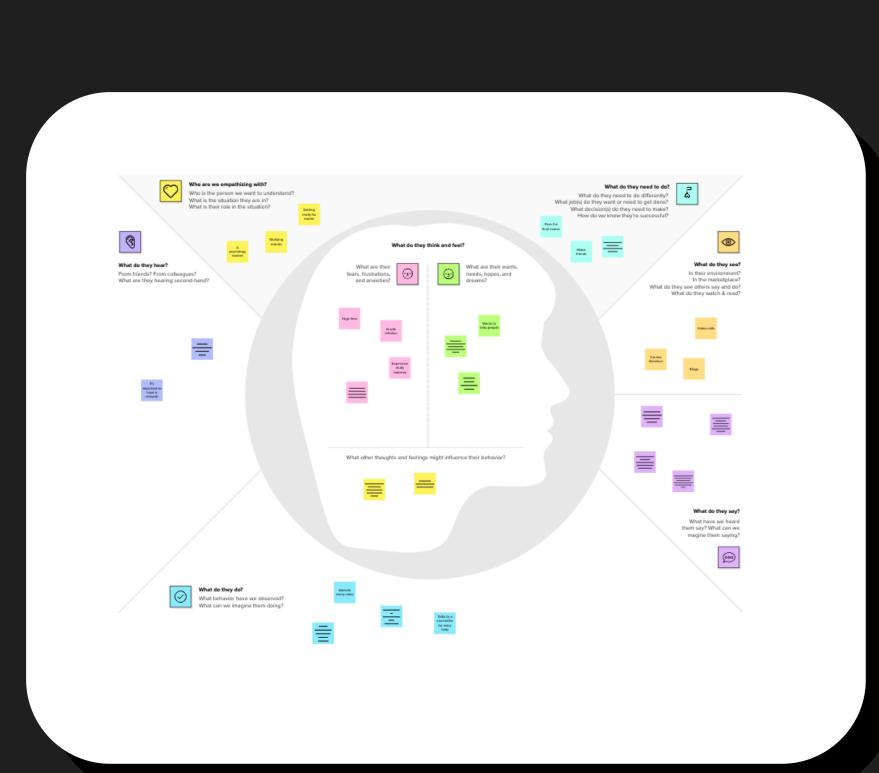


What do they SAY?

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

> Networking eases out the entire process

The process of donation is unknown to general public



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







