

## 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

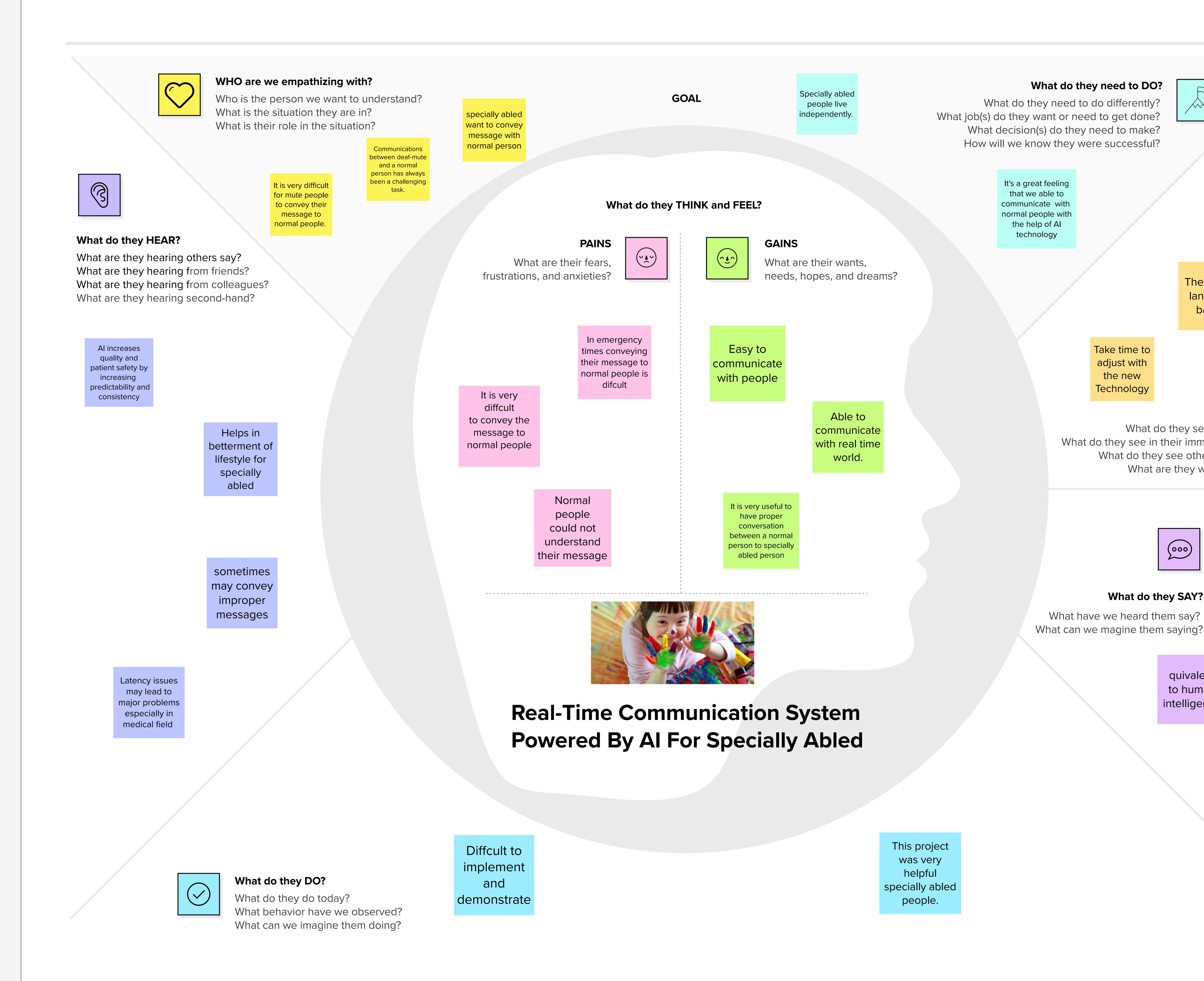


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## Develop shared understanding and empathy

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.



Quick

responses

in output

Leads to

technologically

advanced

society.

What do they SEE?

There is no

language

barrier

What do they see in the marketplace?

What are they watching and reading?

What do they see others saying and doing?

What do they see in their immediate environment?

0000

quivalent

to human

intelligence

What do they SAY?

What have we heard them say?

Take time to

adjust with

the new

Technology

