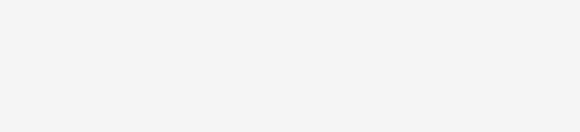


canvas

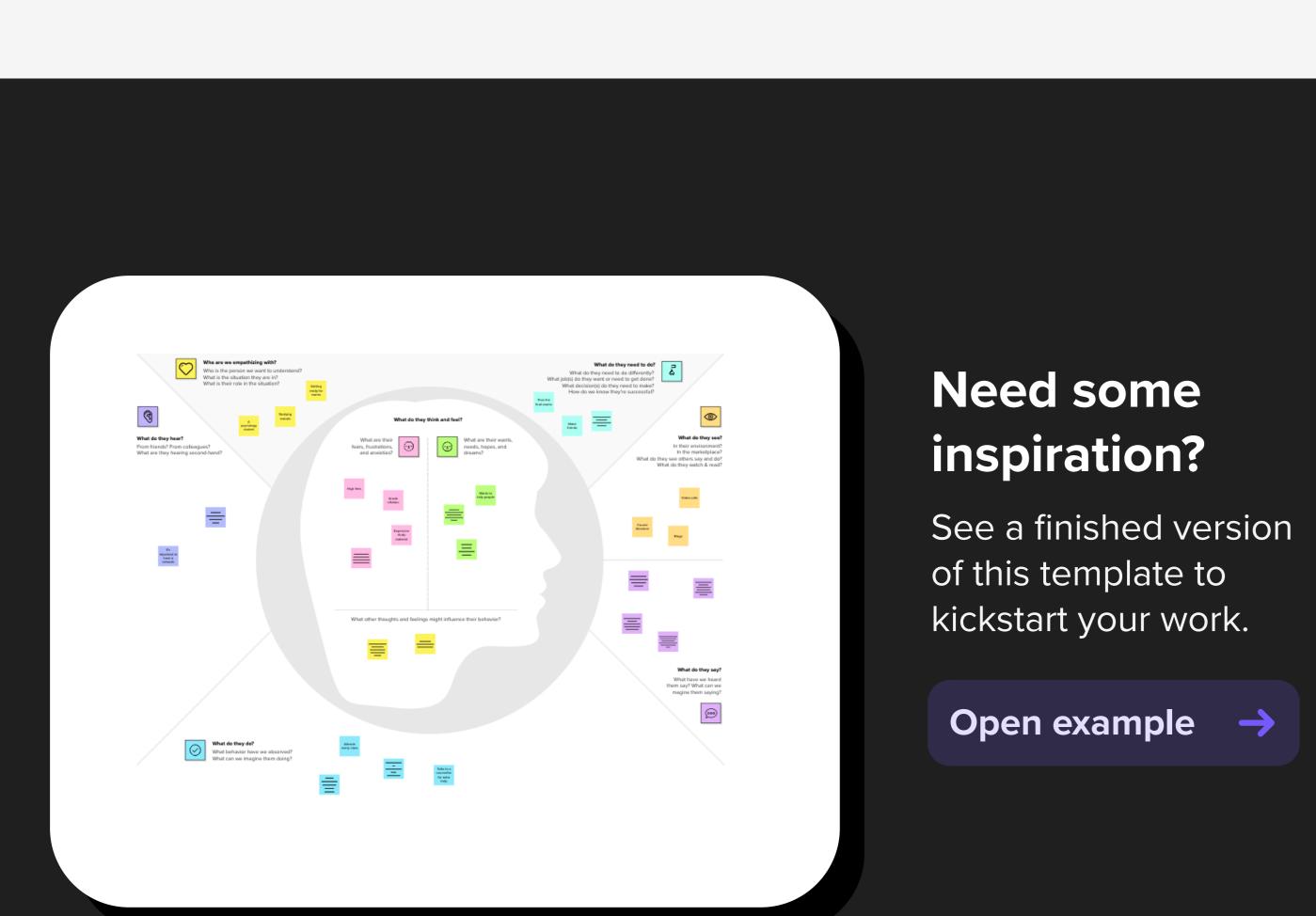
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





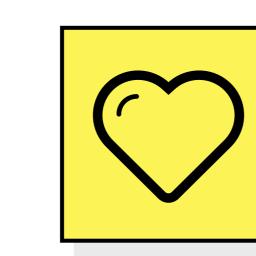
Share template feedback





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.



What do they HEAR?

others say?

rom friends?

rom colleagues?

second-hand?

What are they hearing

What are they hearing f

What are they hearing f

What are they hearing

WHO are we THINK?

How much time is wasted and maintaing resources work done without having to take multiple follow ups



What do they need to DO?

Users the register system to get resources Physically goes and contacts Takes constant follow up

items is delivered/replaced



PAINS

Lack of adequate

knowledge &

experie

nPoor quality of

products &

services

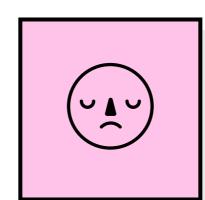
products that

will improve

or enhance an

aspect of their

lives

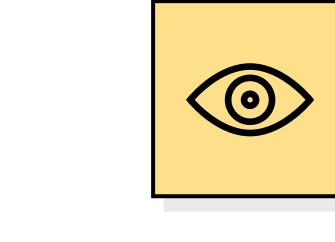




Less Time

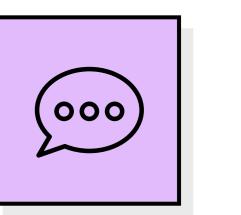
Report database stored

> the outcomes and benefits your customers want.



What do they SEE?

Frustrated that they have to leave teaching work check availability Feels irritated when they have to constant follow up



What do they SAY?

Managing recources is time consuming Maintain tasks People and constant





