

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.

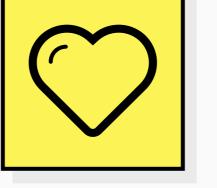
Originally created by Dave Gray at





Develop shared understanding and empathy

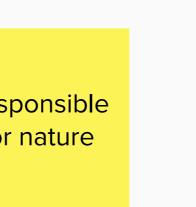
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



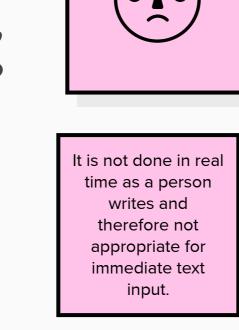
WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?





PAINS What are their fears, frustrations, and anxieties?



GOAL

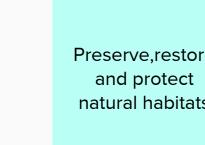
To ensure effective and reliable approaches for recognition of handwritten digits and make banking operations easier and error free.

What do they THINK and FEEL?

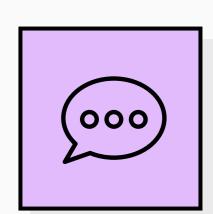
GAINS What are their wants, needs, hopes, and dreams?



What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

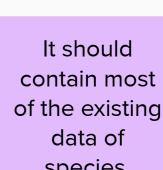


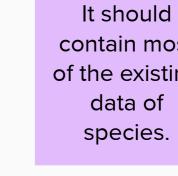




What do they SAY?

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







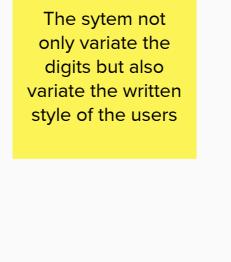


What do they DO?

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







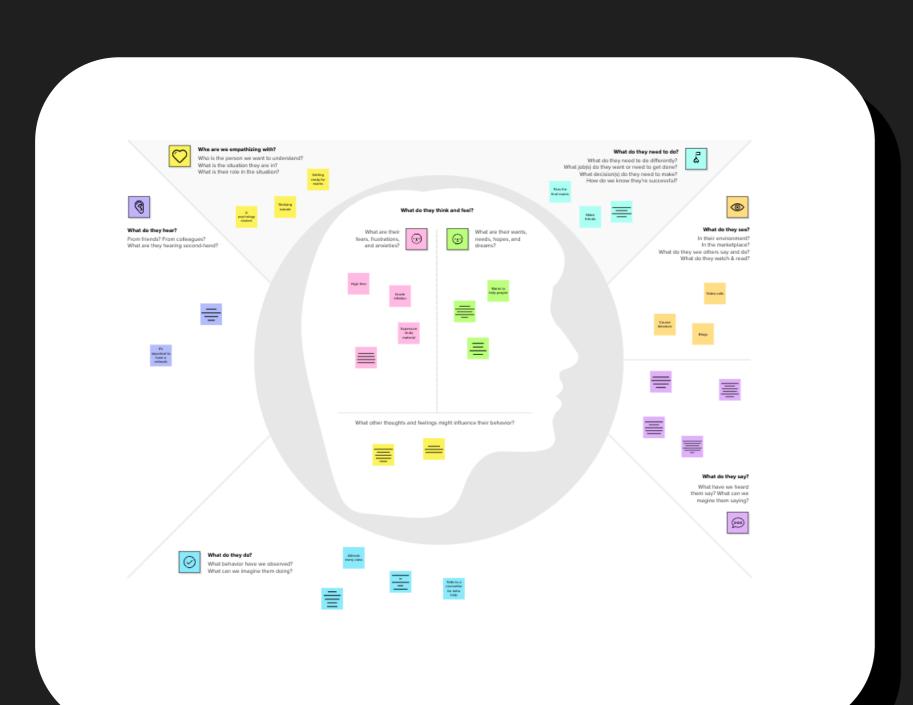


What other thoughts and feelings might influence their behavior?





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