

# 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.



#### What do they HEAR?

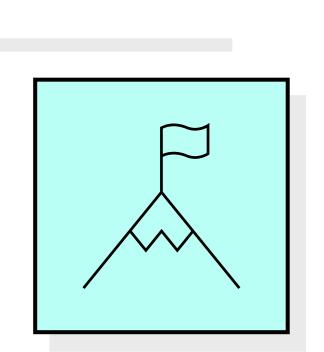
What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

#### **GOAL**

What do they THINK and FEEL?

#### What do they need to DO?

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 is the work culture/environment in DHL?

What makes

# **PAINS**

What are their fears, frustrations, and anxieties?

Political

Expensive customs costs

volatility

Linguistics and communication issues

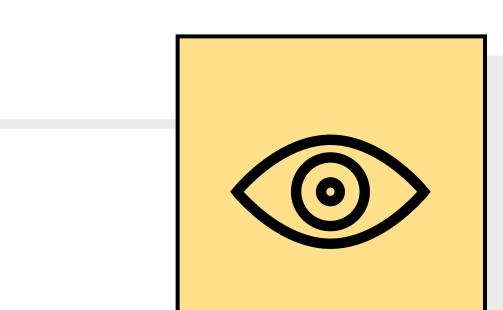
### **GAINS**

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

Door-to-door delivery

Quick

What is the strategy of DHL



# rates

Preferential

# 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?

(000)

What do they SAY?

shipments

around

globe

DHL the Perfect Fit as your Logistics partner?

Cost

Efficiency?

#### What do they DO?

What do they do today?

What behavior have we observed? What have we heard them say? What can we imagine them doing? What can we magine them saying?

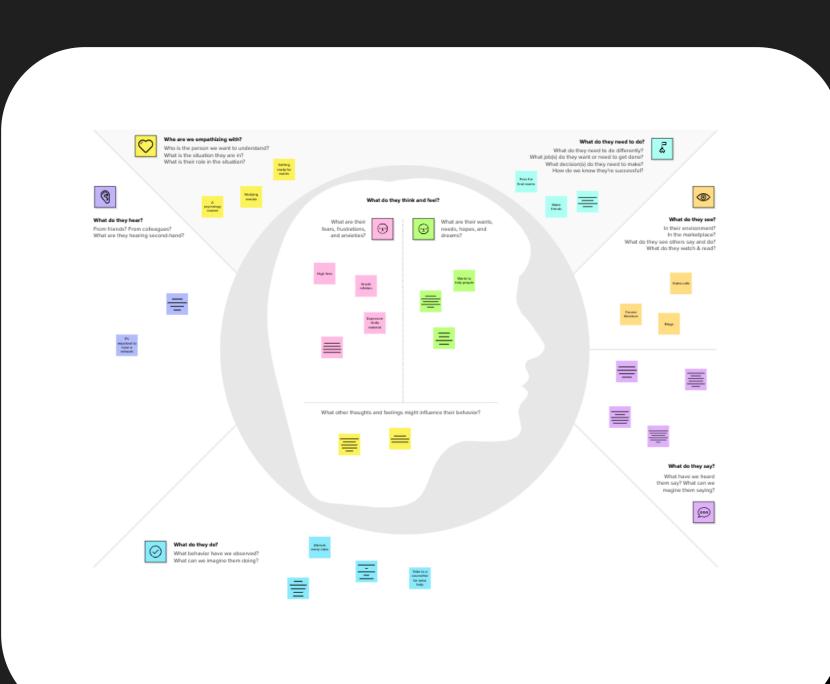
> What is the strategy of

Sustainable policies

Take the measurements focusing on lower the impact logistics

Different DHL

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