

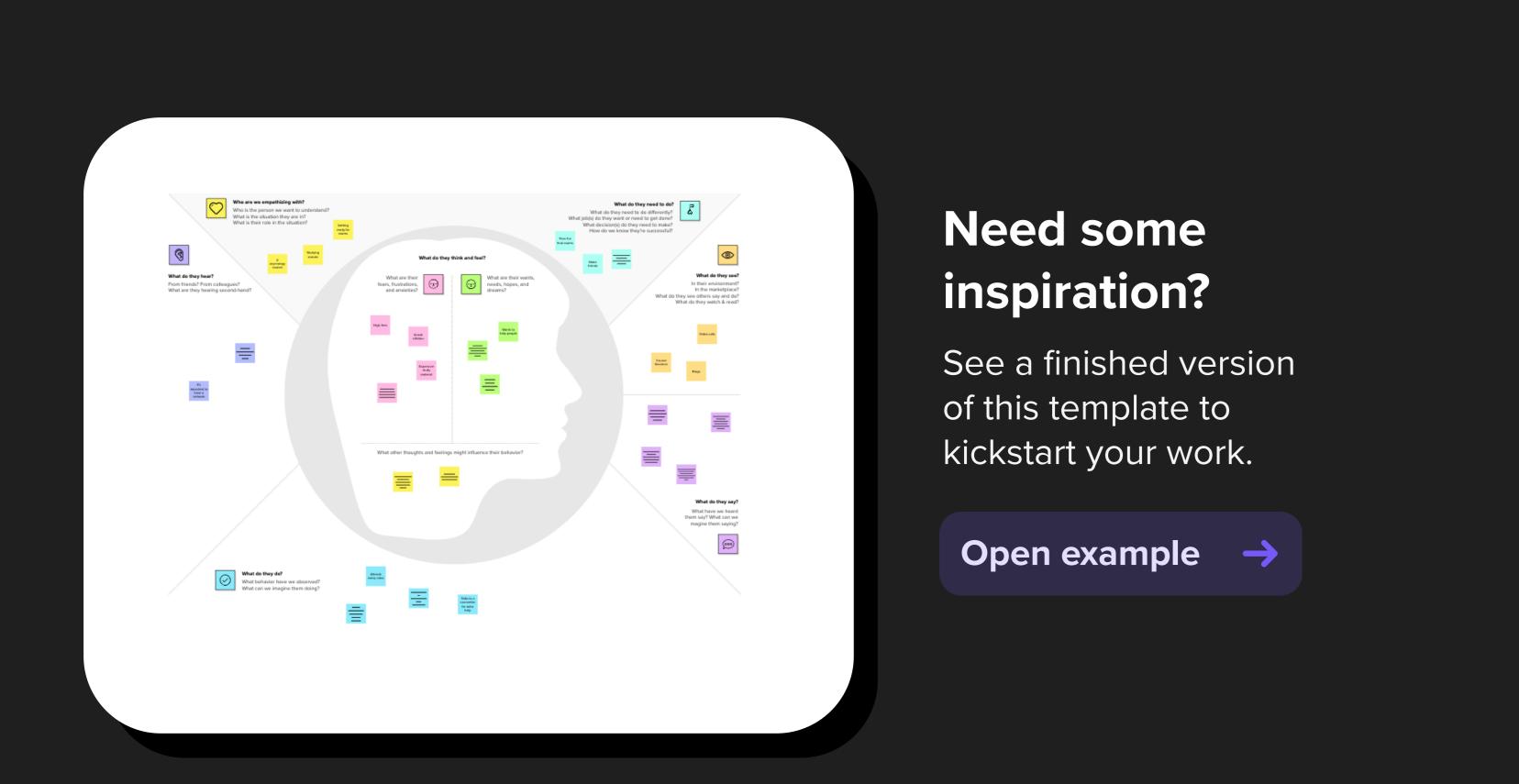
canvas

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



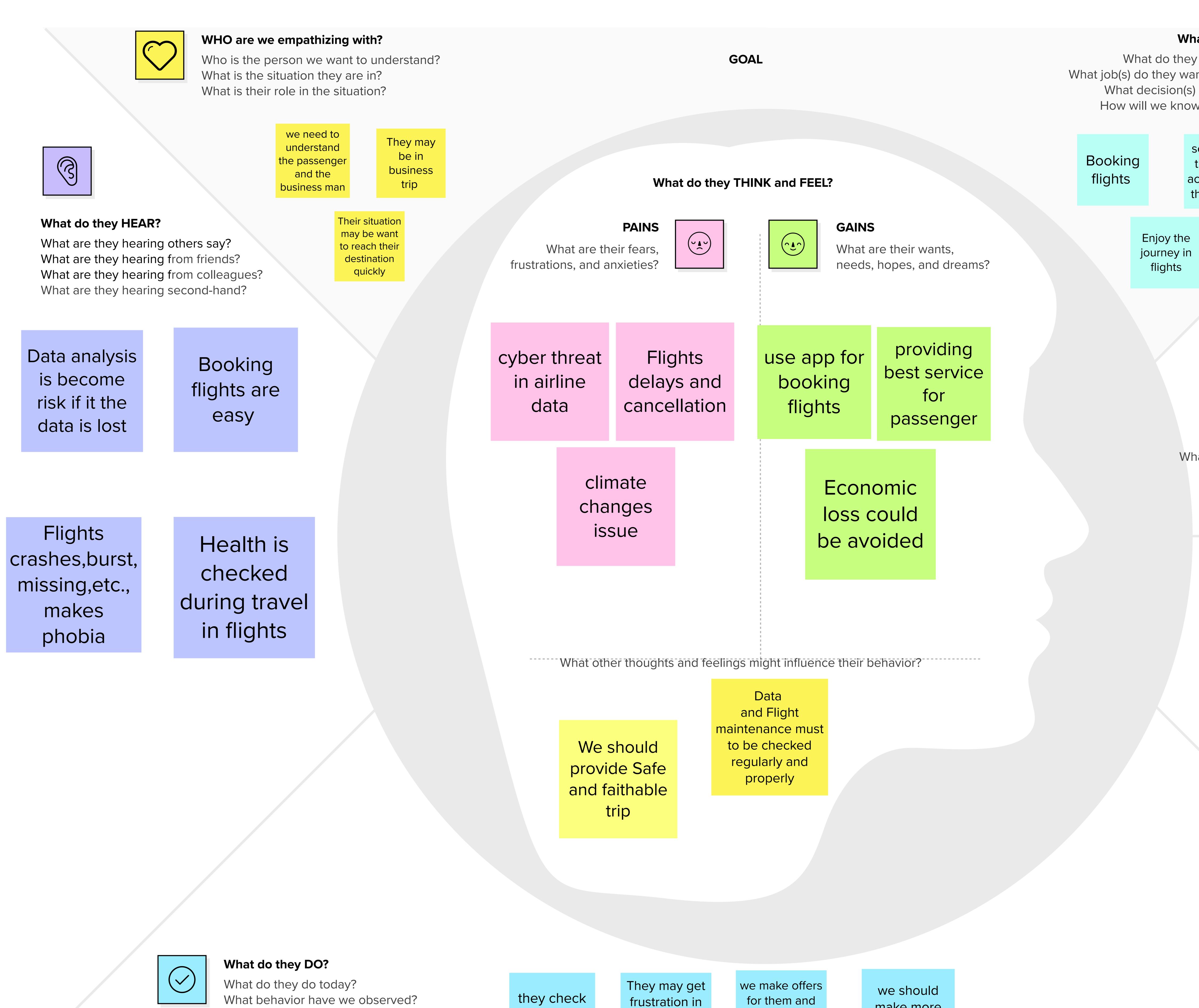
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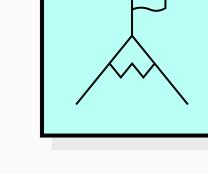
Develop shared understanding and empathy

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.





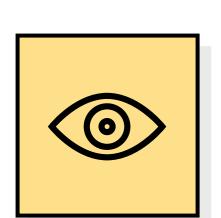
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



scheduling the flights according to their timing

Check the price of

the Offers in some airlines flight ticket for booking



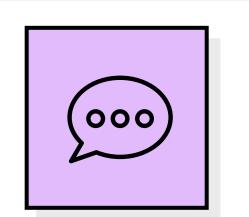
of travelling

in flight

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?

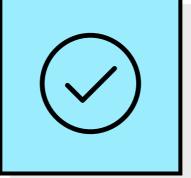


What do they SAY?

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

Make easy for them to know more about travelling in

The goods and services reach so soon



What behavior have we observed? What can we imagine them doing?

the flight for

high cost of flight ticket price

make more feedback to gain their faith

make easy for

them to search

the flights

