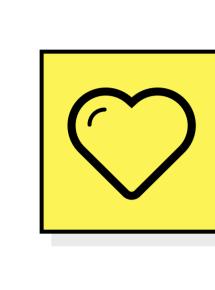


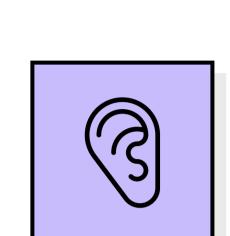
# Develop shared understanding and empathy

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.



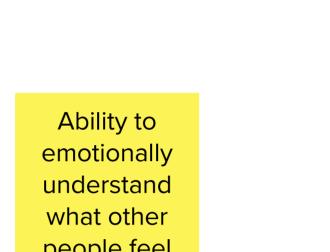
## WHO are we empathizing with?

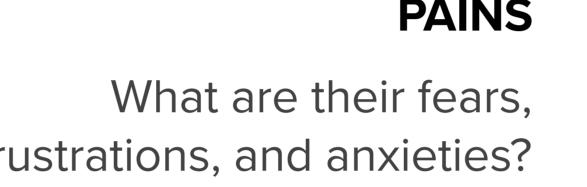
What is the situation they are in? What is their role in the situation?

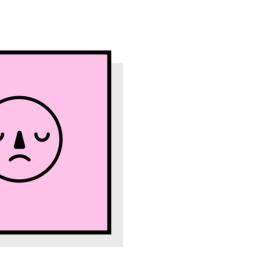


### What do they HEAR?

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







What do they THINK and FEEL?





What do they need to DO?

What do they need to do differently?

How will we know they were successful?

