

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

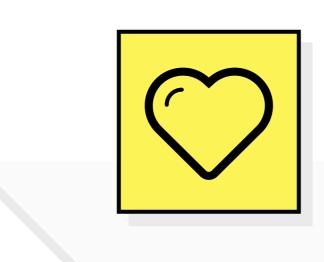


Share template feedback



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?

What are they hearing others

What are they hearing from f

What are they hearing from c

What are they hearing secon

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?

Keeps the bioogical life

safe

The sensor or whole system will fail

PAINS What are their fears, frustrations, and anxieties?

(J.)

GOAL

What do they THINK and FEEL?

GAINS

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

Can be a great

help to the

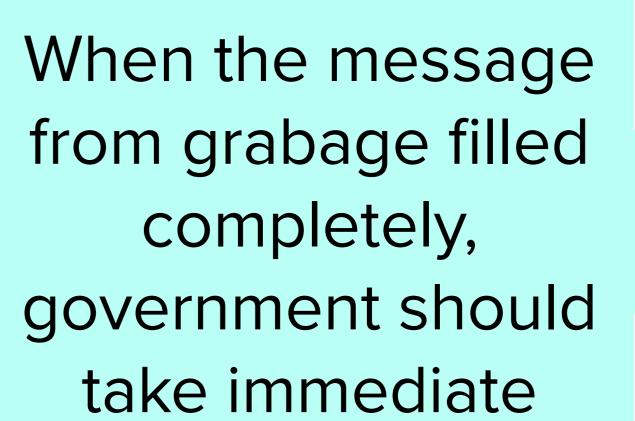
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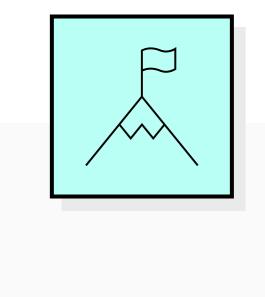
regulating the

discharges

What do they need to DO?

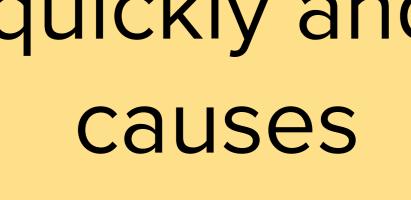
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? ey were successful?





action

The garbage bins filled quickly and





diseases e 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?

Immediate information can help in solving it

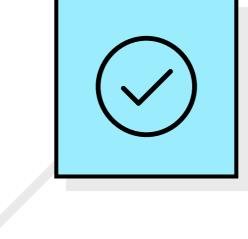
The garbage is getting filled and makes filthy

The garbage which is getting filled frequently

What other thoughts and feelings might influence their behavior?

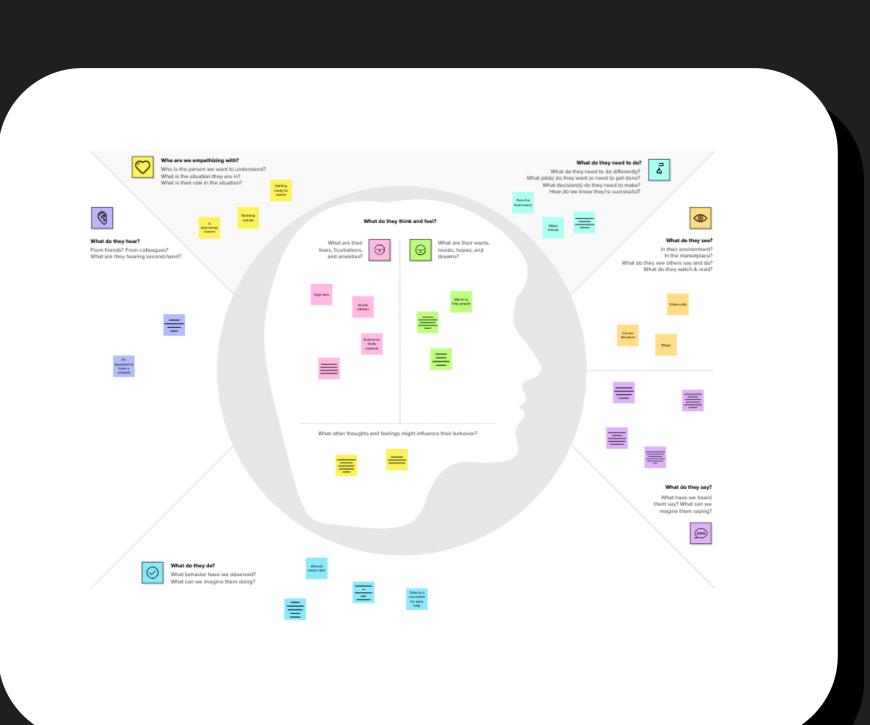
The people and manucipality plays the main role

The system can monitor garbage levels and automatically, alert the responsible authorities so bins can be emptied when required



What do they DO?

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



Need some inspiration? See a finished version of this template to kickstart your work.



