

# 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. Today, they handle real estate tasks like managing

properties, finding tenants, or dealing with property-related issues using traditional methods, such as phone calls

Need some

inspiration?

of this template to

kickstart your work.

See a finished version

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.



#### WHO are we empathizing with?

They are hearing

others say that a

"smart real estate

management system"

is a high-tech tool that

can help them manage

properties

more effectively.

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



### What do they HEAR?

Secondhand,

they may hear

that it is a

handy

digital tool

From their friends,

they might hear that it

is like a helpful app or

software that makes

managing real estate

easier and more

convenient, like

handling properties

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

Their role in the situation is as stakeholders in the real estate industry

understand people agents, and tenants

#### **GOAL**

involved in smart real estate management system like property owners, investors, managers,

We want to

#### What do they THINK and FEEL?

## **PAINS**

Their frustrations

may include dealing

with time-

consuming

paperwork, tenant

communication issu

Their feelings about

making money, keeping

properties secure,

satisfying tenants, and

simplifying their work

can all affect the

decisions they

make in real estate.

What are their fears, frustrations, and anxieties?

Their fears might

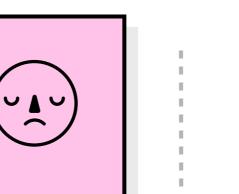
include concerns

about the complexity

of new technology,

potential errors in

managing properties



#### **GAINS**

Their hopes and

dreams may include

achieving success

and financial

stability in the

real estate industry

What other thoughts and feelings might influence their behavior?

Other thoughts that

can affect their

actions include

wanting to do well

financially, concerns

about property safet

We have observed

that they currently

manage real

estate using

conventional, non-

digital methods

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

Their needs include

effective tools and

technology to

management,

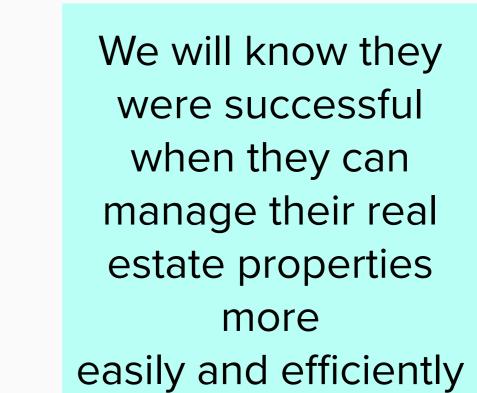
reliable communicat

ion

streamline propert

### 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? They need to consider How will we know they were successful? adopting modern real



estate management

technology and

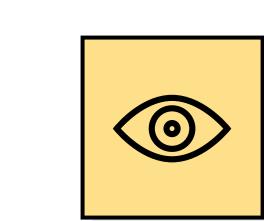
methods, like using

smart property

management systems

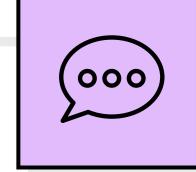
They are watching and reading about real estate trends, new technology, and reviews of smart property manageme

In the marketplace, w see a growing availability of userfriendly and advanced real estate management systems, like apps and software



## 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?



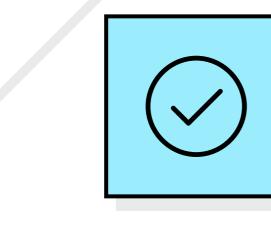
## What do they SAY?

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

We've heard them saying that they would like a more straightforward and efficient way to manage their real estate

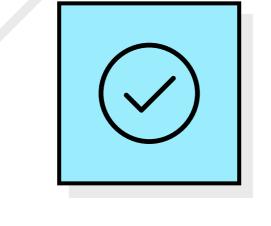
We can imagine them using it in the future to make their property-related tasks easier and more efficient

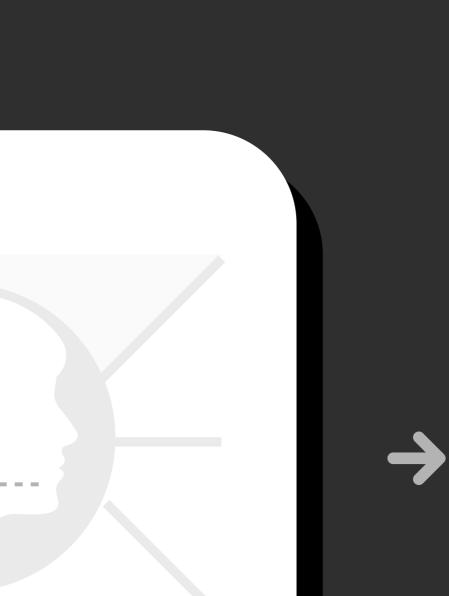
This smart real estate system has made my life so much easie

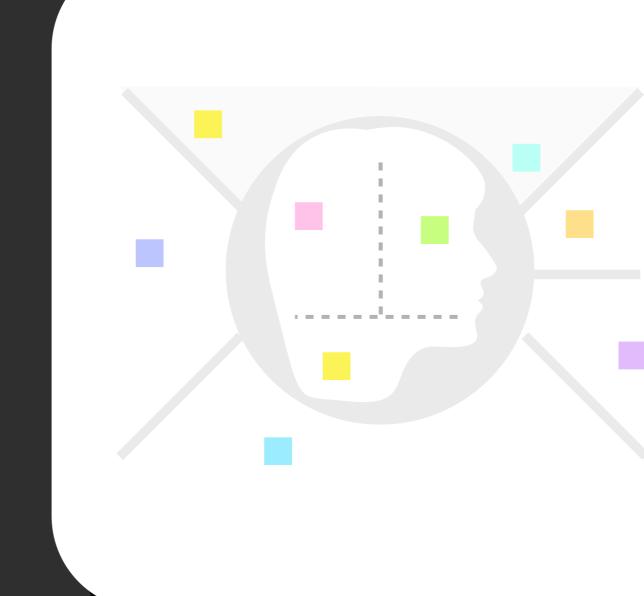


## What do they DO?

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







Today, they handle

real estate tasks like

managing properties,

finding tenants, or

dealing with property-

related issues using

traditional methods,

such as phone calls

