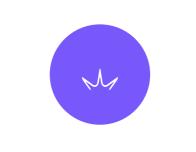


canvas

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





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?

- Busy Professionals: They seek convenient, healthy, and varied snack options to satisfy their hunger during a busy workday.
- Fitness Enthusiasts: These individuals are conscious of their nutritional intake and seek snacks that provide energy for workouts or aid in muscle recovery. They may prefer protein-rich snacks or options that align with their fitness goals.



What do they THINK and FEEL?

food easily and quickly from their preferred restaurants or cuisine types. They expect an intuitive user interface and a seamless ordering

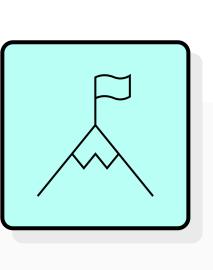
Convenience: They want the ability to order

What do they need to DO?

restaurants.

process.

Delivery Tracking: They want real-time updates on the status of their orders. They should be able to track the progress of their delivery, including estimated arrival time and the ability to communicate with the delivery person if needed.



Ratings and Reviews: Customers see ratings and

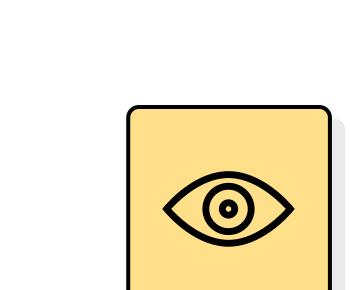
reviews from other customers, which can help in

decision-making and assessing the quality of the

Promotions and Deals: Customers may come

across various promotions, discounts, or offers

from different restaurants or delivery apps.



What do they SEE?

What do they HEAR?

- They may hear about snack options that their peers or friends find convenient and enjoyable during their busy workdays.
- Friends may share their snack recommendations based on personal preferences and experiences. They may suggest snack brands, flavors, or types that they find satisfying and suitable for busy professionals.



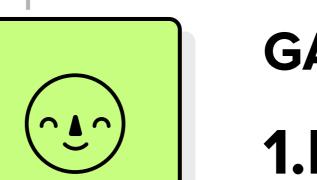


2.Unappealing Interface

3.Slow Loading Times

4.Ineffective Search **Function**

5.Lack of Allergen Information



GAINS

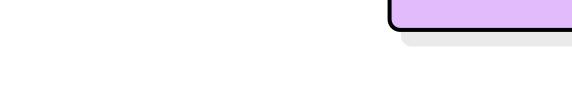
1.Diverse Snack **Options**

2.User-Friendly Interface

3. Easy Account Management

4.Personalized Offers

5.Real-Time Inventory Updates



What do they SAY?

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Feedback and Reviews: Customers provide feedback and leave reviews about their experiences with specific restaurants, delivery services, or the app itself. They may comment on the quality of the food,

Special Requests: Customers make special requests or instructions regarding their orders, such as requesting extra condiments, specific cooking instructions, or dietary accommodations.

delivery speed, packaging, or

customer service.

What do they DO?

- On-the-go snacking: They frequently need snacks that can be easily consumed while on the move, such as during their commute or in between meetings.
- In the future, busy professionals may rely on personalized snack recommendation apps that consider their preferences and provide suggestions based on dietary needs and time constraints. These apps could facilitate online ordering, suggest nearby snack options, and foster snack-sharing communities for recommendations and reviews.

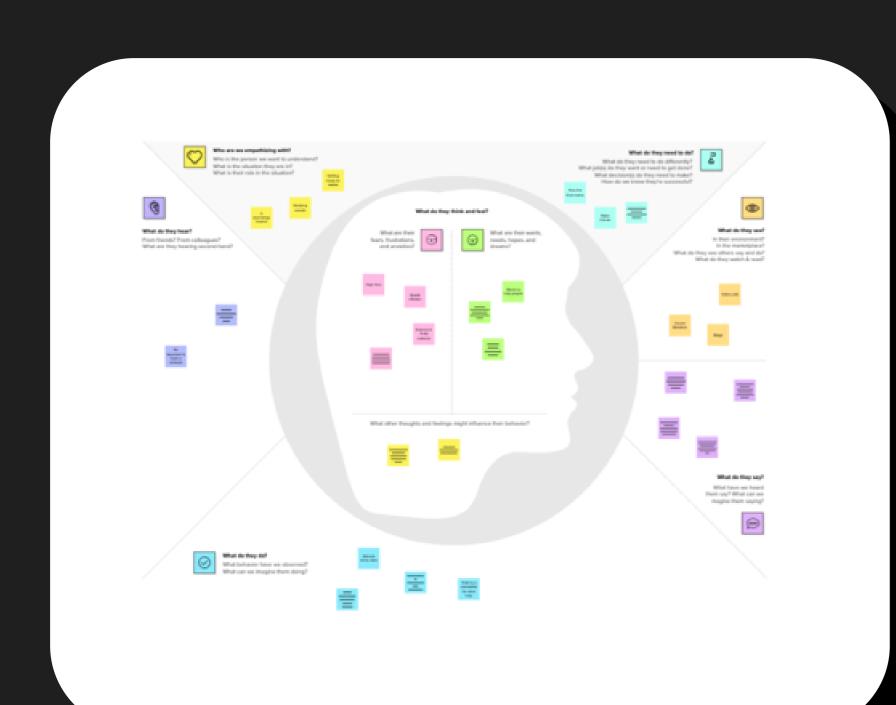


- 2. **Health and**
- Wellness Goals 3. Environmental

What other thoughts and feelings might influence their behavior?

Consciousness

Share template feedback



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