

## 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

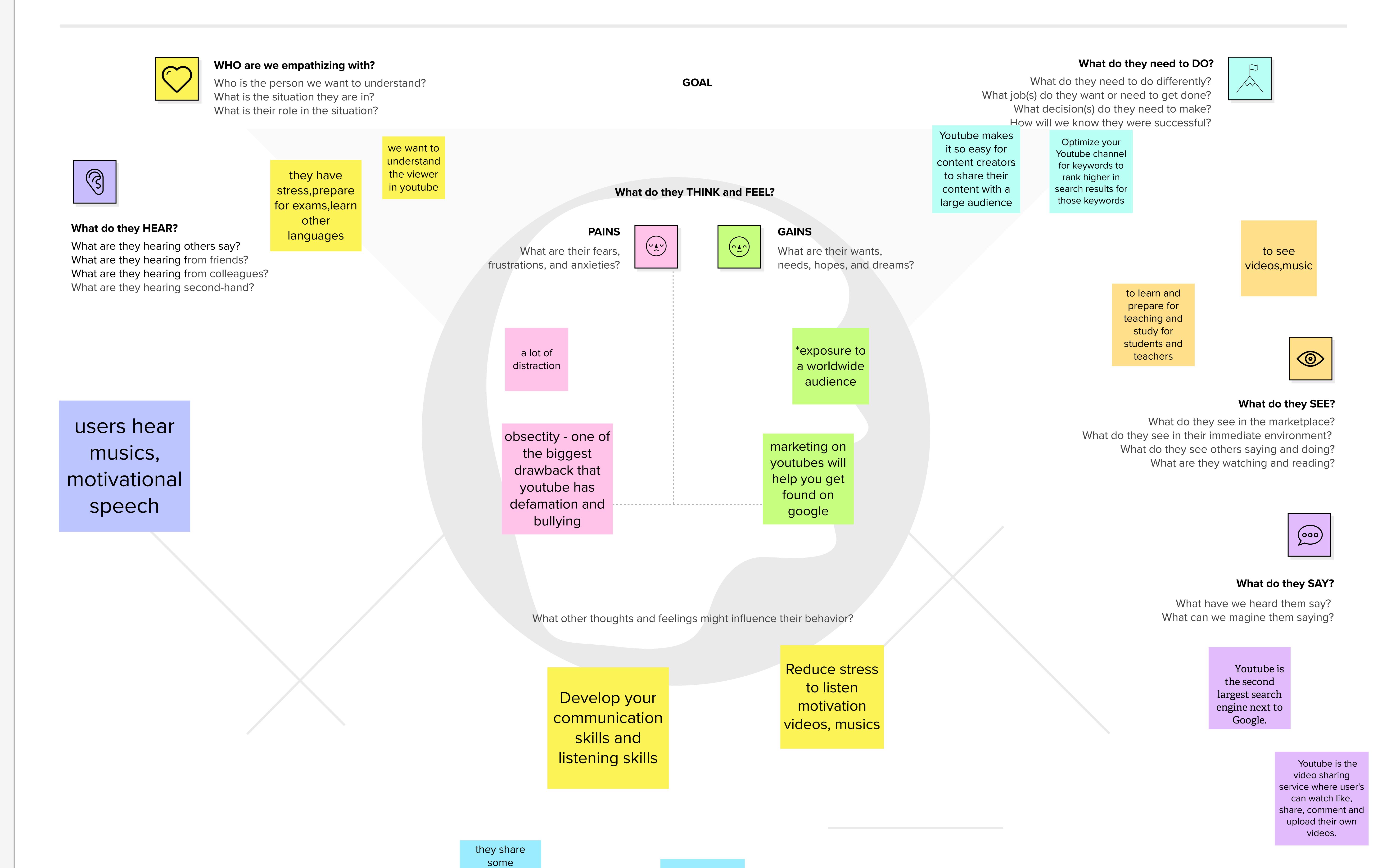


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## Develop shared understanding and empathy

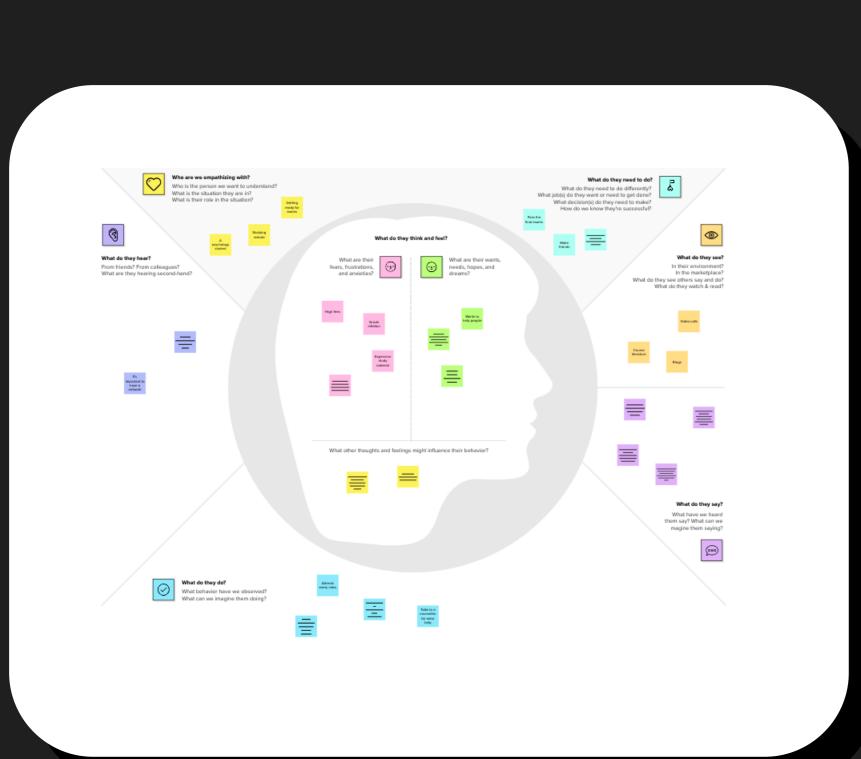
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



users observed

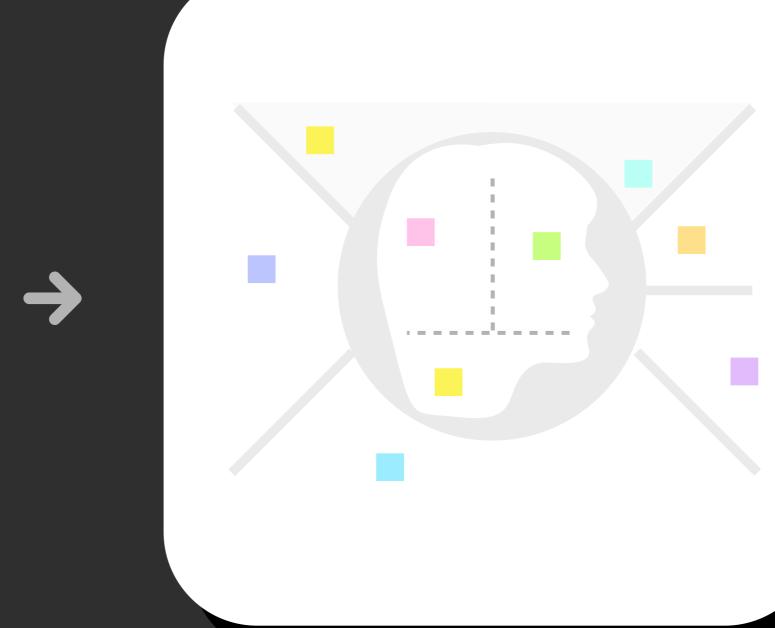
communication,

confident



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



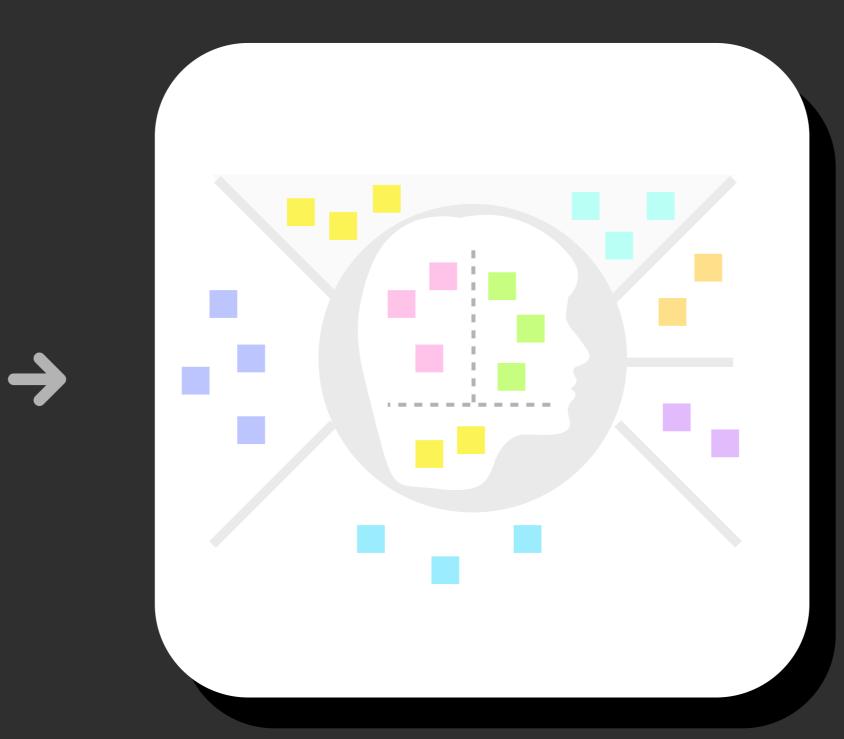


What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?



knowledge

about users

intersting topics