

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

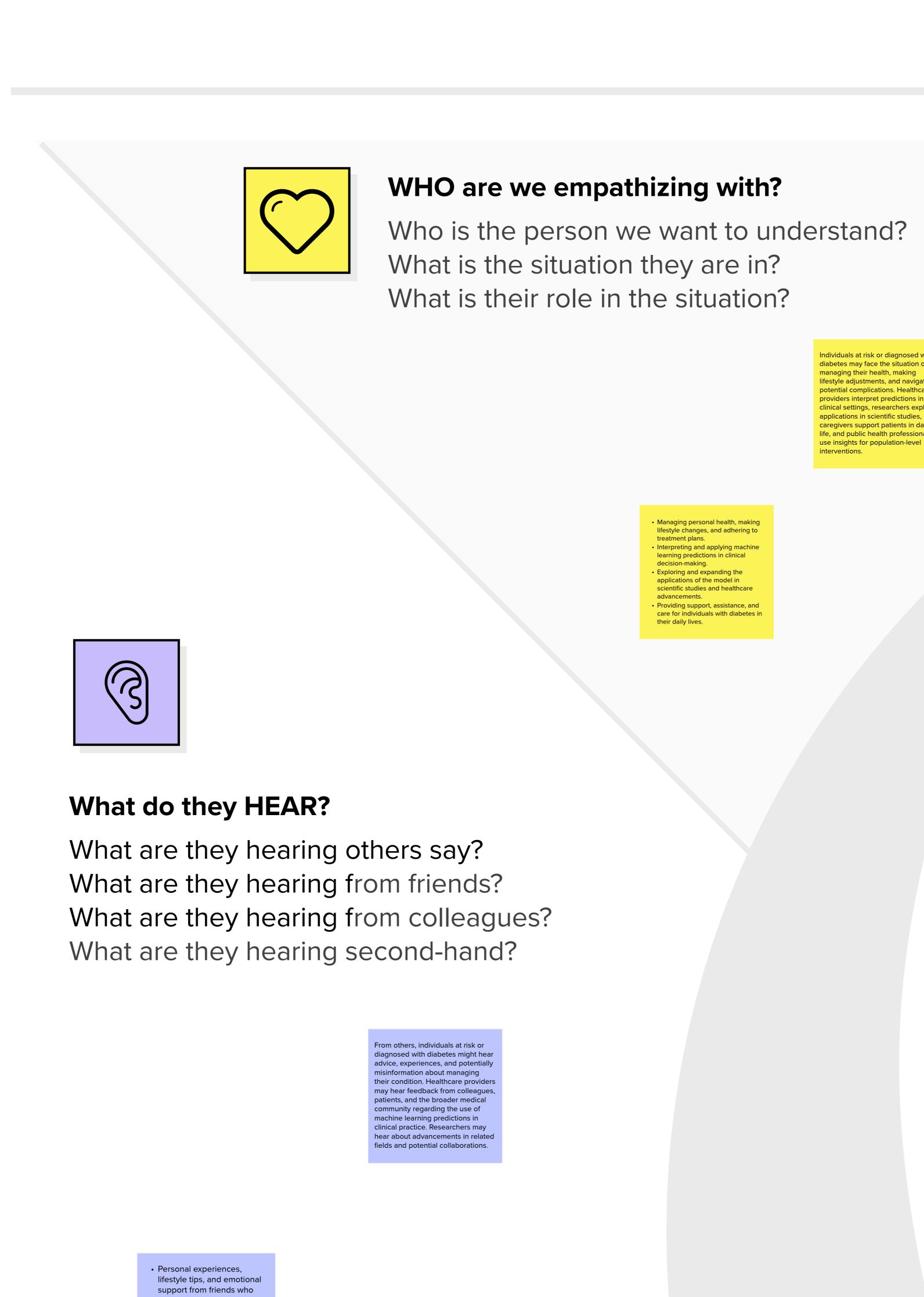






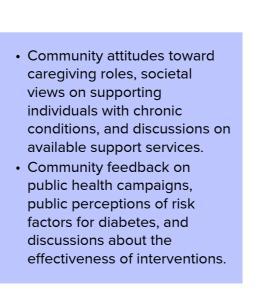
Develop shared understanding and empathy

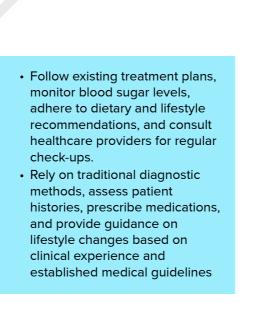
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.











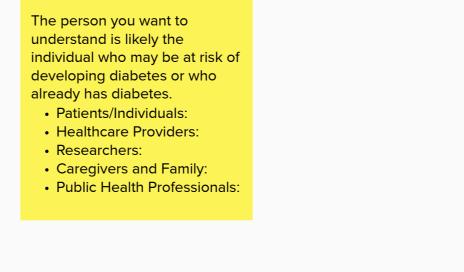




What do they DO?

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





Fears

Frustrations

Anxieties

GOAL

What do they THINK and FEEL?

Needs

Dreams

GAINS

What are their wants,

access to affordable healthcare, and effective

Access to training and resources for technology

support for adapting to new healthcare models.

Hopes for improved quality of life, better disease

technology, collaborative interdisciplinary care,

• Dreams of a world where diabetes is easily manageable.

enhances rather than replaces human judgment, leading

• "Managing my blood sugar is challenging," "I'm looking for

personalized solutions," or

wish there were better tools

treatment plans is crucial," "I need more insights for personalized care," or "Incorporating technology could improve patient outcomes."

to track my health."

stigma-free, and where individuals can lead fulfilling

Dreams of a healthcare system where technology

management, and advancements in diabetes

research leading to breakthrough treatments.

Hopes for advancements in healthcare

and reduced administrative burdens.

to improved patient care.

adoption, effective communication tools, and

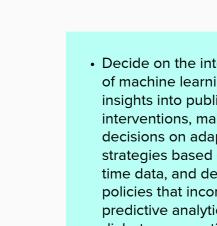
communication with healthcare providers.

needs, hopes, and dreams?

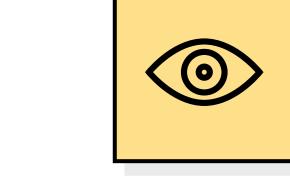
What do they need to DO?

What do they need to do differently? What decision(s) do they need to make?









What do they SEE? What do they see in the marketplace? What do they see in their immediate environment?









Thoughts



 Fear of complications, motivation for improved health, trust in healthcare providers, and the desire for autonomy in health

PAINS

What are their fears,

reliability of machine learning predictions, and

Fear of technology replacing human judgment,

predictions, and fear of increased workload.

concerns about the accuracy of machine learning

• Frustrations with the complexity of managing diabetes, concerns about

data privacy, and frustrations with potential disruptions to daily

• Frustrations with the integration of new technologies into existing

predictive analytics, and frustrations with potential resistance from

workflows, concerns about the learning curve associated with

Anxiety about the societal impact of their research, fear of

unintended consequences, and anxiety about the

and anxiety about the impact on the doctor-patient

Anxiety about the ethical implications of using machine

learning in healthcare, fear of potential errors in predictions,

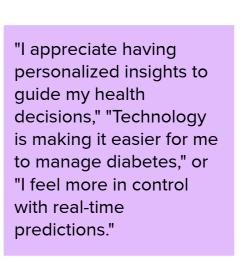
anxiety about potential lifestyle changes.

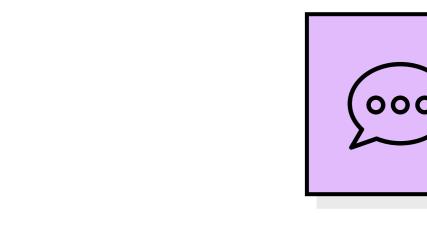
frustrations, and anxieties?

Feelings



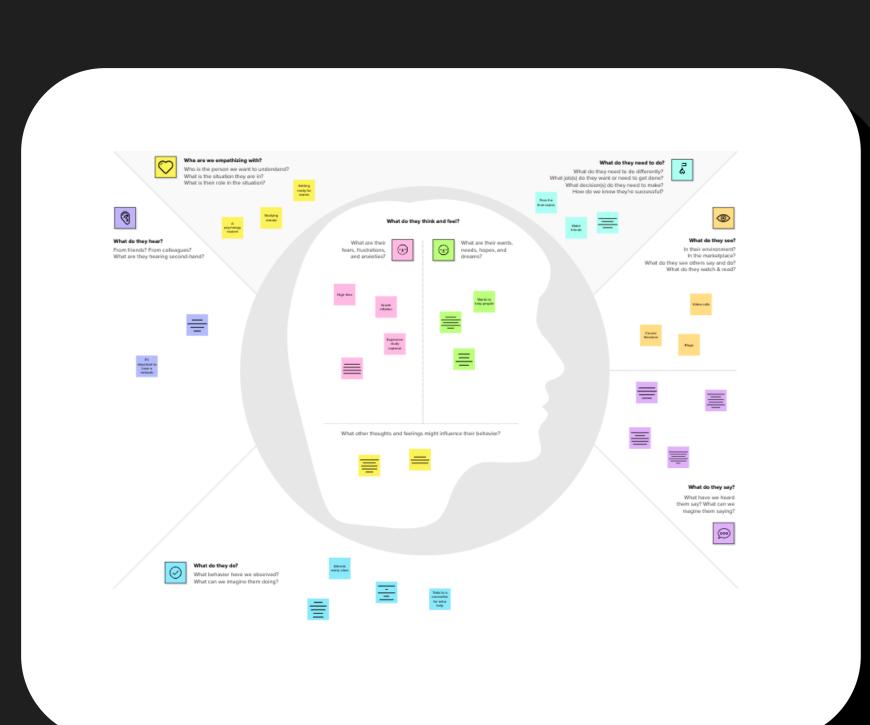
 Concerns about patient outcomes, professional responsibility, confidence in technology, and the desire for positive patient-doctor





What do they SAY?

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



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



