

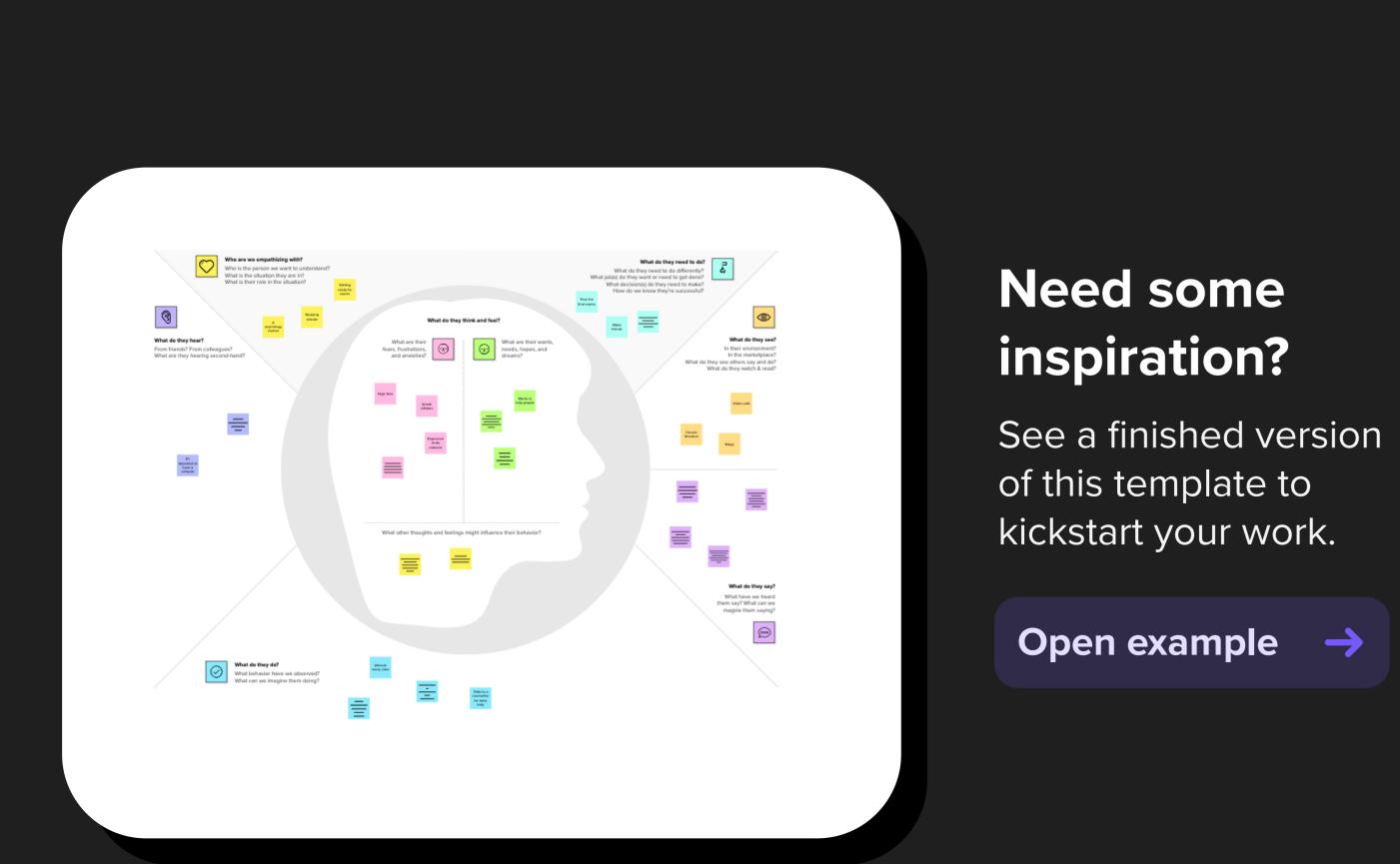
canvas

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



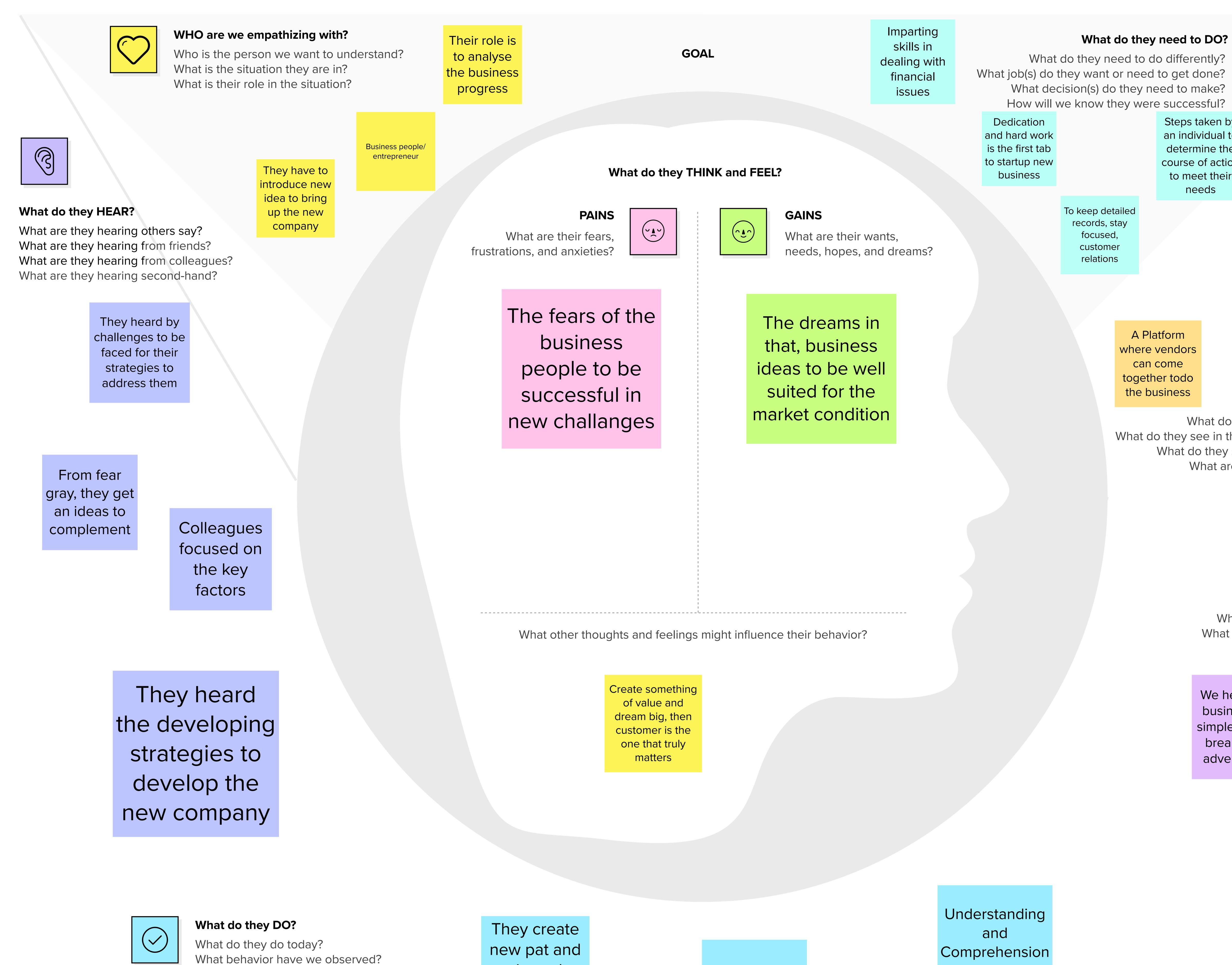
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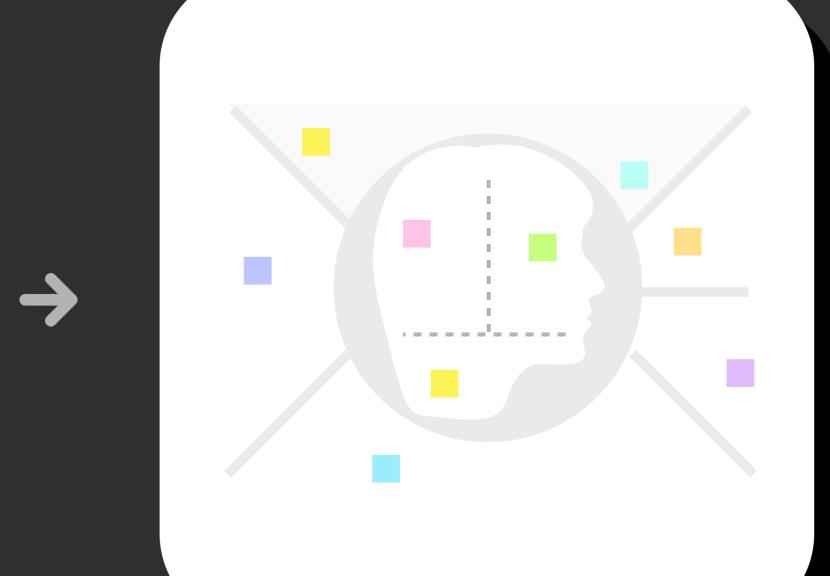


Develop shared understanding and empathy

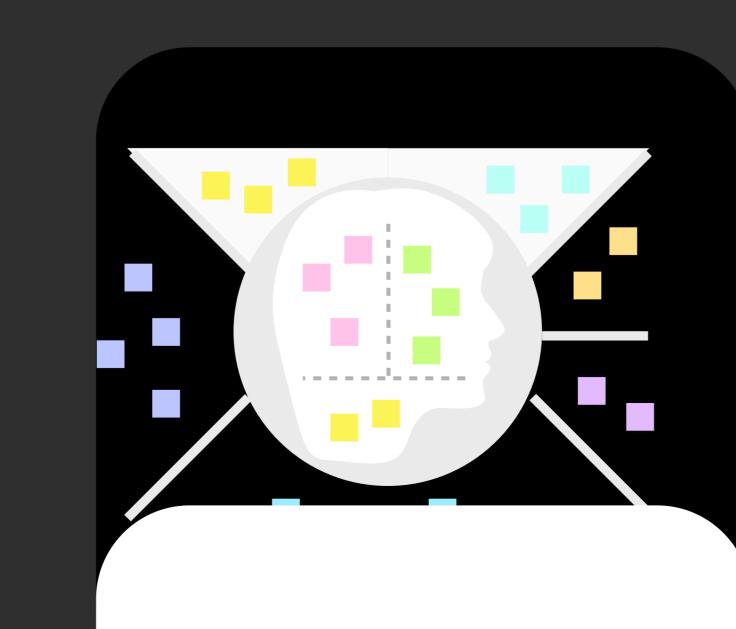
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.







What can we imagine them doing?



services, they

stimulate new

employment

Economic

development

Understanding Comprehension skills

Understanding to improve the business

What do they need to DO?

A Platform

where vendors

can come

together todo

the business

Steps taken by

an individual to

determine the

course of action

to meet their

Competitions

Corporate

partners

Advertisement

to prussiate new

product and

updates about

your business

000

What do they SAY?

What have we heard them say?

What can we magine them saying?

What do they SEE?

They watching and

research, license

and legibility

What do they see others saying and doing?

What do they see in their immediate environment?

We heard then,

business need

simple numbers,

breakthrough

advertisement

What do they see in the marketplace?

What are they watching and reading?

What do they need to do differently?

What decision(s) do they need to make?

How will we know they were successful?

To keep detailed

records, stay

focused,

customer

Dedication

business

