

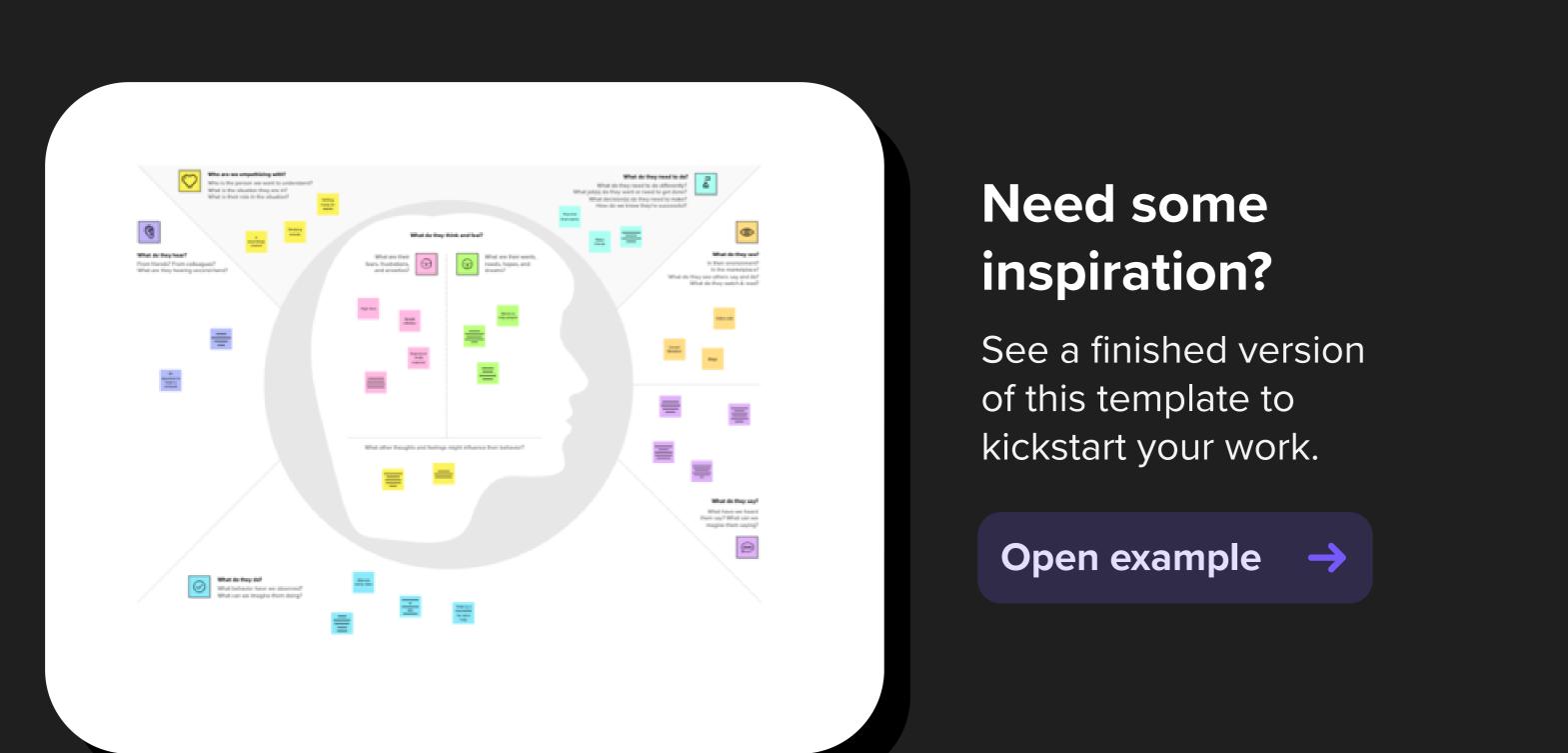
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

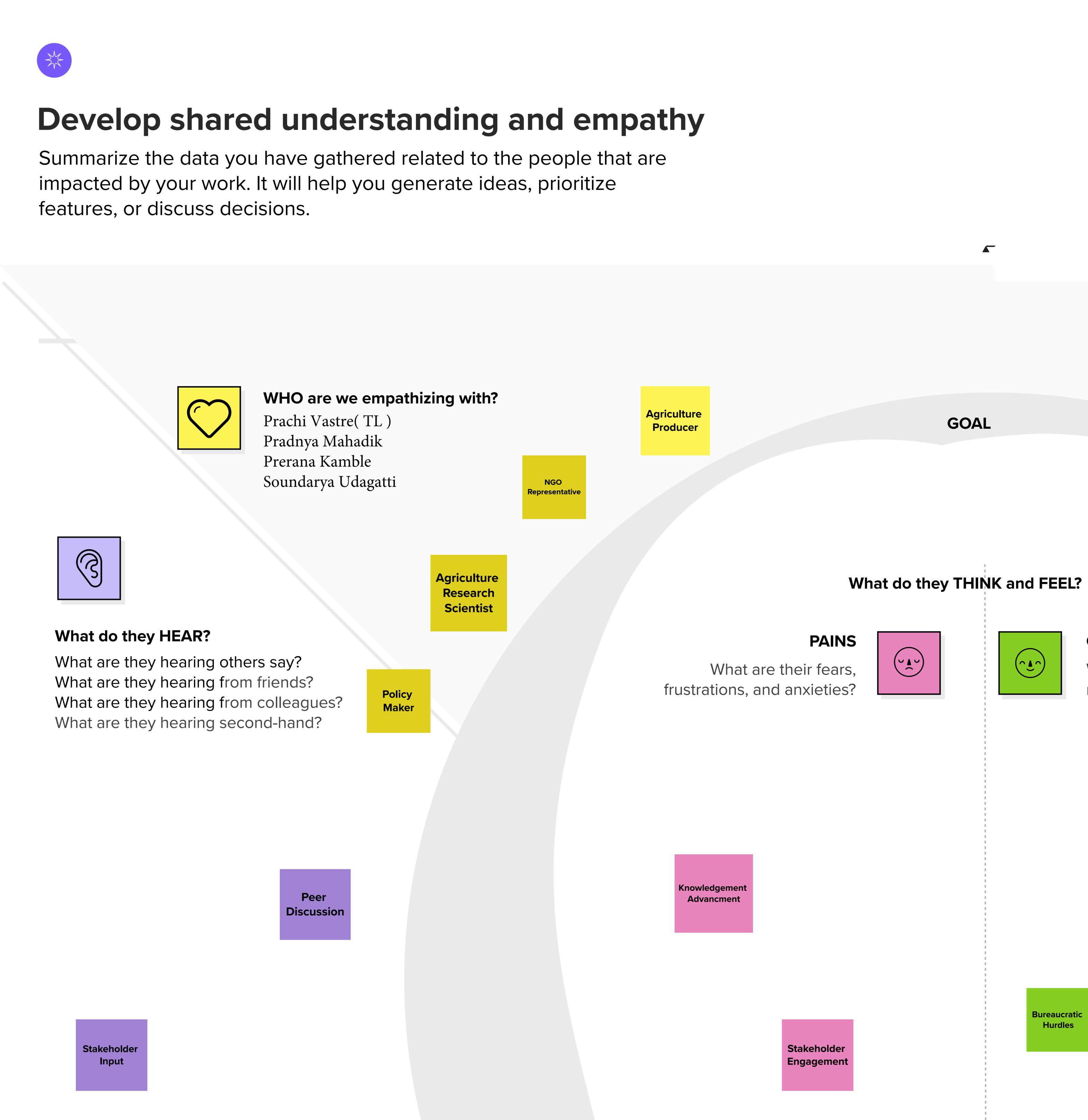


canvas

Originally created by Dave Gray at

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GOAL

What are their wants,

needs, hopes, and dreams?

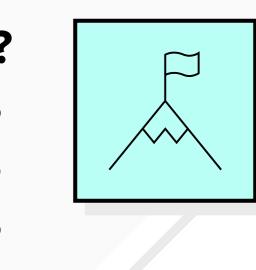
What other thoughts and feelings might influence their behavior?





What do they need to DO?

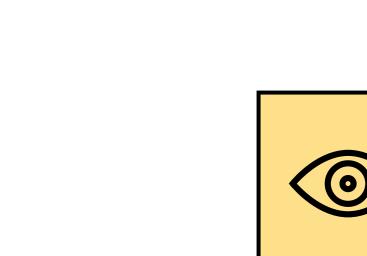
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?





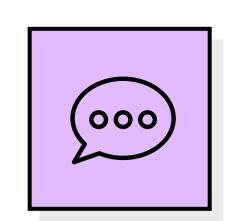






What do they SEE?

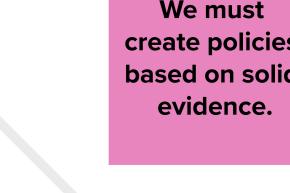
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



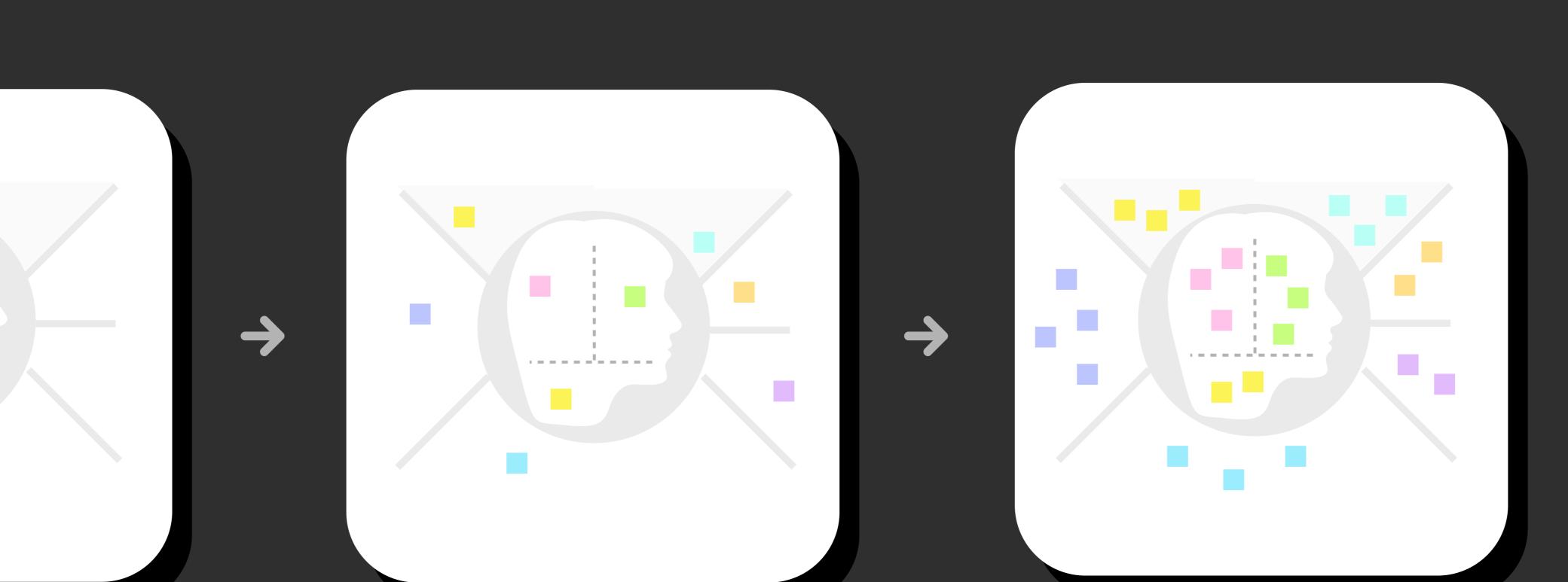
What do they SAY?

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









What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?