

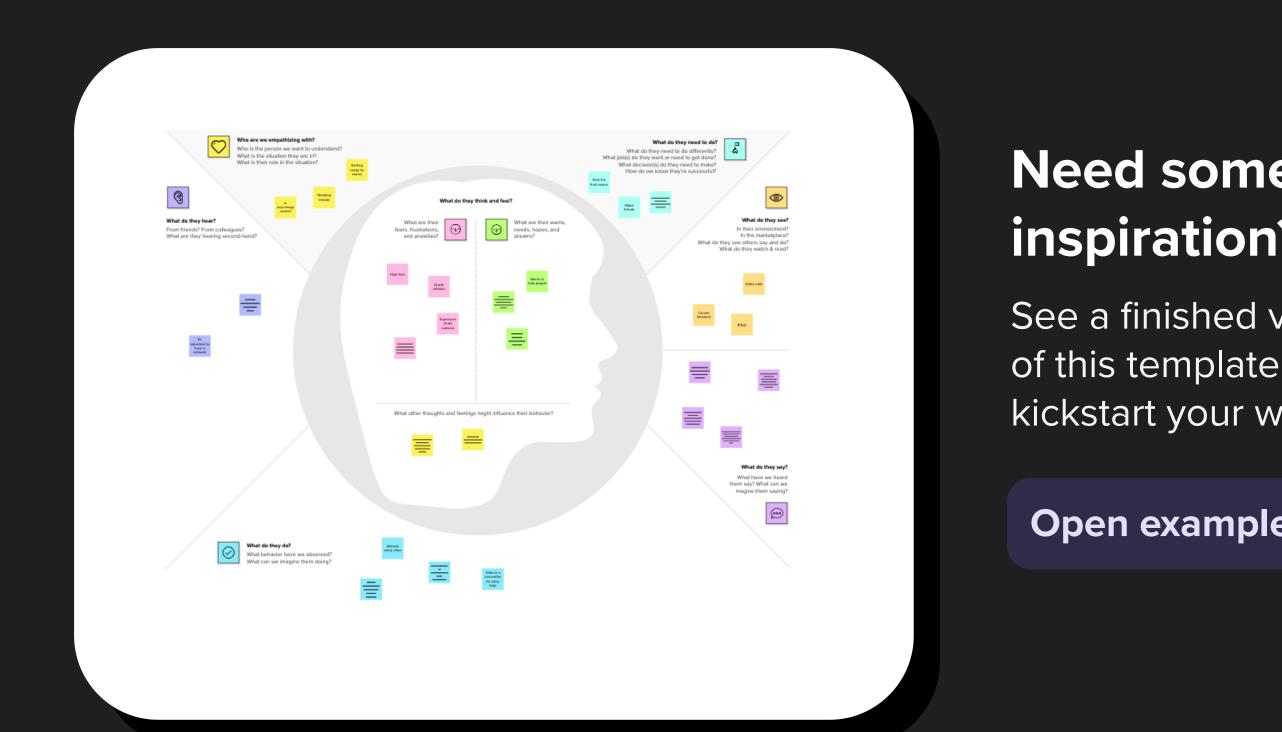
Empathy map canvas

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



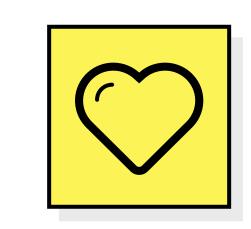
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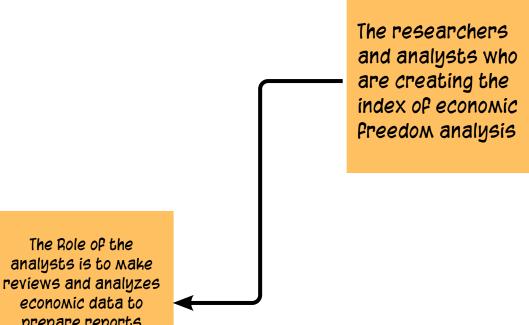
Develop shared understanding and empathy

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.



WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



What do they HEAR?

Diverse opinions on

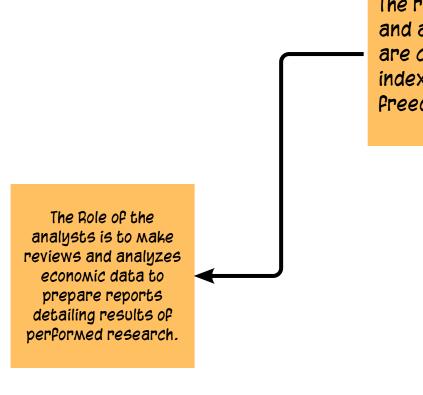
what economic freedom

entails and how it

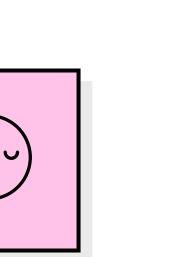
should be measured

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What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?



frustrations, and anxieties?

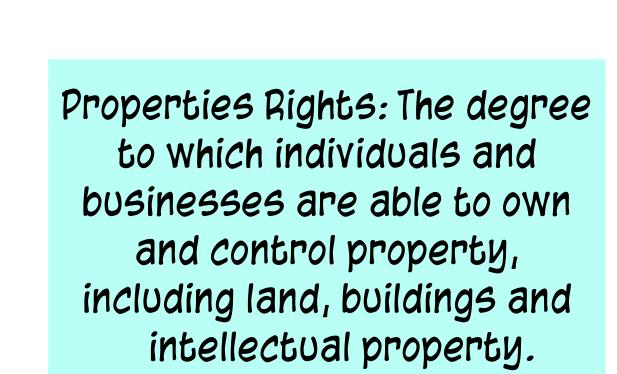


GAINS

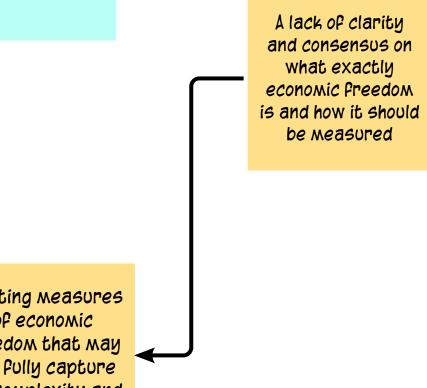
What are their wants, needs, hopes, and dreams?

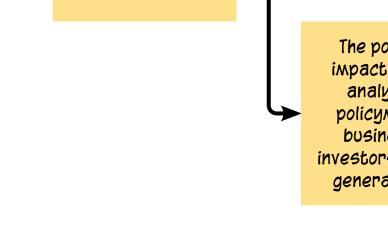
What do they need to DO?

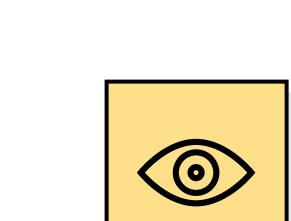
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



The stability and reliability of the currency and monetary system, and the extent to which inflation is controlled.

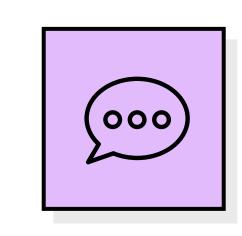




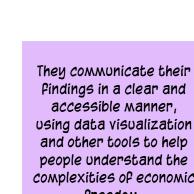


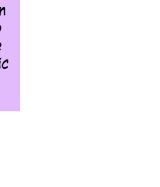
What do they SEE?

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 have we heard them say?







What do they THINK and FEEL?

A Sense of responsibility to create an accurate and useful measure of economic

freedom that can inform decisions and

GOAL

Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

policy development.

What are their fears,

Feeling Financially

restricted and unable

to pursue desired

goals and

opportunities





Feeling Financially secure and able to pursue desired goals and opportunities

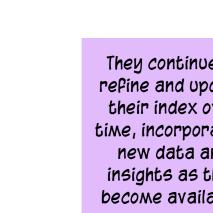
Experiencing a lack of job security or fair compensation for work

Feeling included and valued in the job market and economy

What do they SAY?

What can we magine them saying?







Criticism and skepticism of previous economic freedom

incdices or analyses.

What other thoughts and feelings might influence their behavior?

Ideology: People's political and ideological beliefs can influence their views on economic freedom.

cultural values: Cultural values can also influence economic freedom.

