

# 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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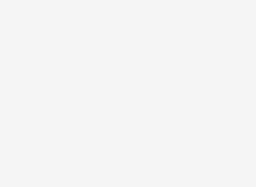
Need some

inspiration?

of this template to

kickstart your work.

See a finished version



# 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?

- 1. Business Owners who own the
- business. 2. Investors and Share holders
- 3. Creditors
- 4. Employees who are working in the company
- 5. Customers of the Business.
- 6. Competitors

## What do they HEAR?

- 1. Business owners hear news about financial distress etc from news, analysis, internal reports etc.
- 2. Business owners and Investors can hear about the decreasing profits and the failure to fulfill other financial standards from the financial team, reports and meetings
- 3. Investors can hear about financial performance from reports, news and company management.
- 4. Creditors can hear about financial performance from news, credit payments, news and business POCs.
- 5. Competitors, Employees and Customers can hear about the financial performance from news, analysis, news and market rumors

#### GOAL

#### What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

2. Pride and attachment to their business may influence decision-making.

3. Investor's primary concern is ROI, so financial losses and risks will heavily

influence their behavior. They may also have a desire to maintain a positive

4. Fear of job loss, frustration with management, and financial insecurity can affect

5. Loyalty to the company may motivate some to work harder to help the business

1. Business and Investors might feel stress, anxiety, or a sense of responsibility for

#### **PAINS**

- 1. Businesses may worry about the financial health of their company and the potential of bankruptcy.
- 2. The thought of bankruptcy can cause significant stress and uncertainty for stakeholders of a business.
- 3. Stakeholders feel guilty that they could have made different choices to prevent the financial troubles.
- 4. Worries about how to handle creditors and mounting debt can be overwhelming.

the company's survival.

portfolio image.

their behavior.

recover.

#### **GAINS**

(J)

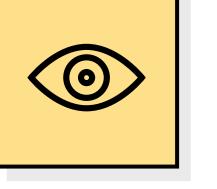
- 1. Understanding the signs of potential bankruptcy to take proactive measures.
- 2. The Know-Hows can give them hope for turning the business around.
- 3. A clear strategy can boost their confidence in making decisions for the business.
- 4. Effective planning and execution can make them feel in control of the situation.

#### What do they need to DO?



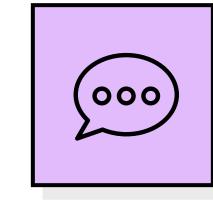
- the indicators of financial trouble 2. Businesses, Investors and Creditors need
- to develop a contingency plan. 3. Stakeholders need to be aware of market
- situations,
- 4. Investors and Business need to cut costs. 5. Stakeholders need to consult
- professionals. 6. Stakeholders need to explore new opportunities.





### What do they SEE?

- 1. Business & Investors see the financial reports and statements and their analysis.
- 2. Employees see the change in morale, work condition.
- 3. Stakeholders see the financial performance in news or share/stock market.
- 4. Customers see the change in quality of the product.
- 5. Governments and other parties check for compliance with respect regulations and standards



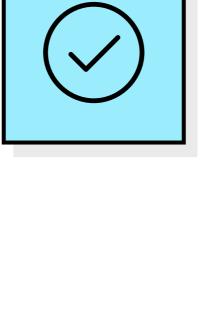
#### What do they SAY?

- 1. Business & Investors expressed concerns about declining performance.
- 2. They discussed strategies to turn the business around.
- 3. They considered seeking
- investors.
- 4. Investors are trying to sell their shares or are trying to invest more to defend from bankruptcy.
- 5. Employees talk about changing work environment.
- 6. Customers provide feedbacks about product quality



#### What do they DO?

- 1. Businesses keep an close eye on
- situation.



- their finances.
- 2. Businesses and their investors may consult with experts to navigate the
- 3. Business may find ways to cut costs.
- 4. Investors, Customers and Creditors keep track of the financial performance of the company
- 5. Stakeholders maintain communication with employees, investors, and creditors to manage expectations.







