

canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work.



What do they THINK and FEEL? Document and discuss your customers observations and note your What do they HEAR? **PAINS GAINS** assumptions to gain more empathy What are they hearing others say? What are their fears, What are their wants, What are they hearing from friends? for the people you serve. frustrations, and anxieties? needs, hopes, and dreams? What are they hearing from colleagues? What are they hearing second-hand? Originally created by Dave Gray at Store Is Out XPLANE ® of Touch With Sales ←__Key sales metrics Checkout Shoppers' forecast Lines It can help Needs you improve It informs cash flow. sales and marketing decisions. It can help What other thoughts and feelings might influence their behavior? you focus. Follow-Up
Statistics Sales What do they DO? What do they do today? Analysis What behavior have we observed? What can we imagine them doing? Share template feedback

Develop shared understanding and empathy

WHO are we empathizing with?

What is the situation they are in?

What is their role in the situation?

Listen to

Who is the person we want to understand?

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 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? ow will we know they were successful?

your sales process

GOAL

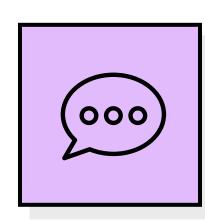
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What do they SEE?

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?

Quickly

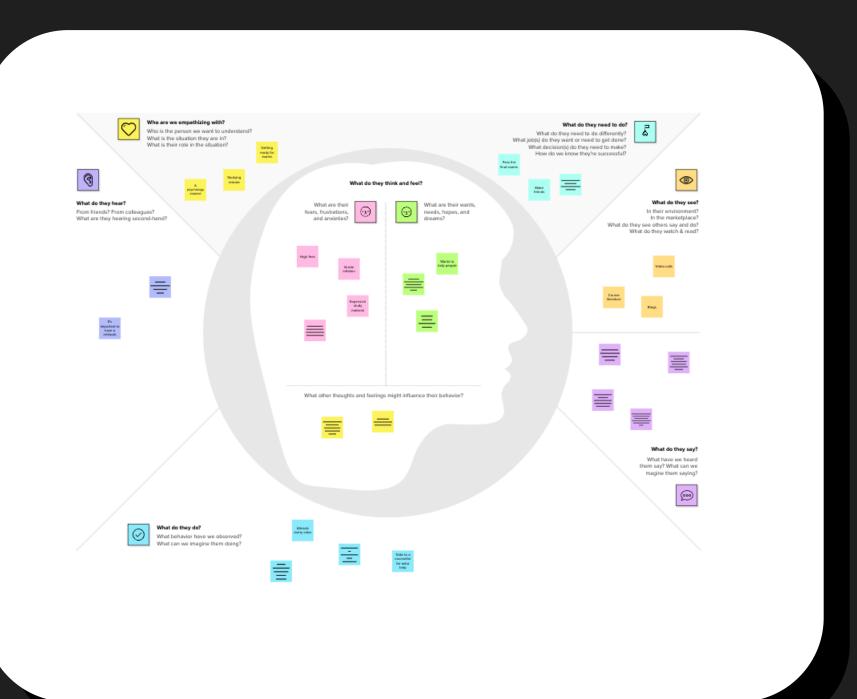
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What do they SAY?

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





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



