

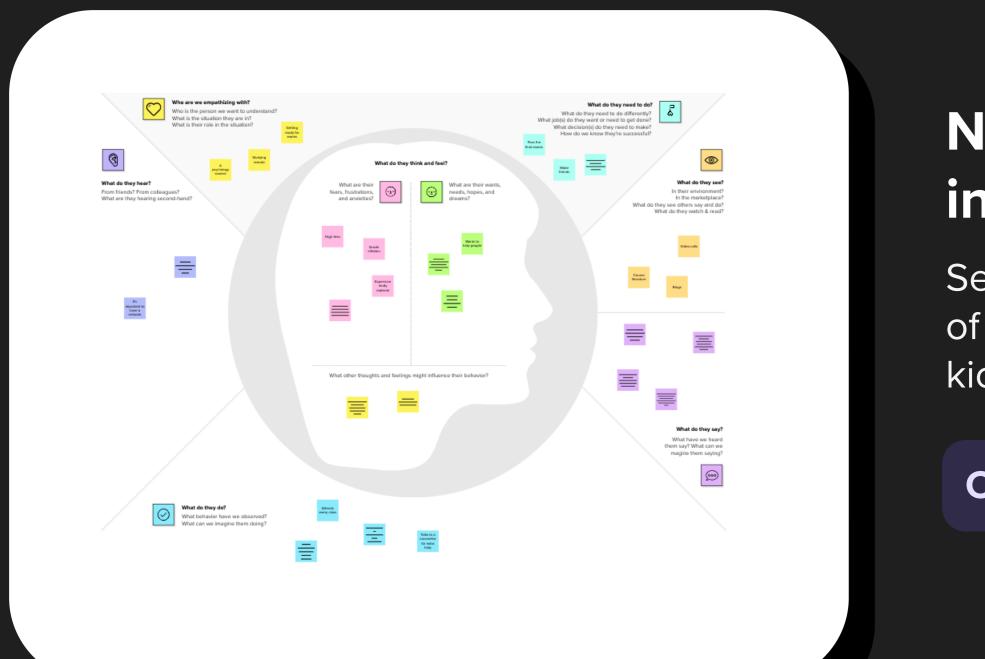
## canvas

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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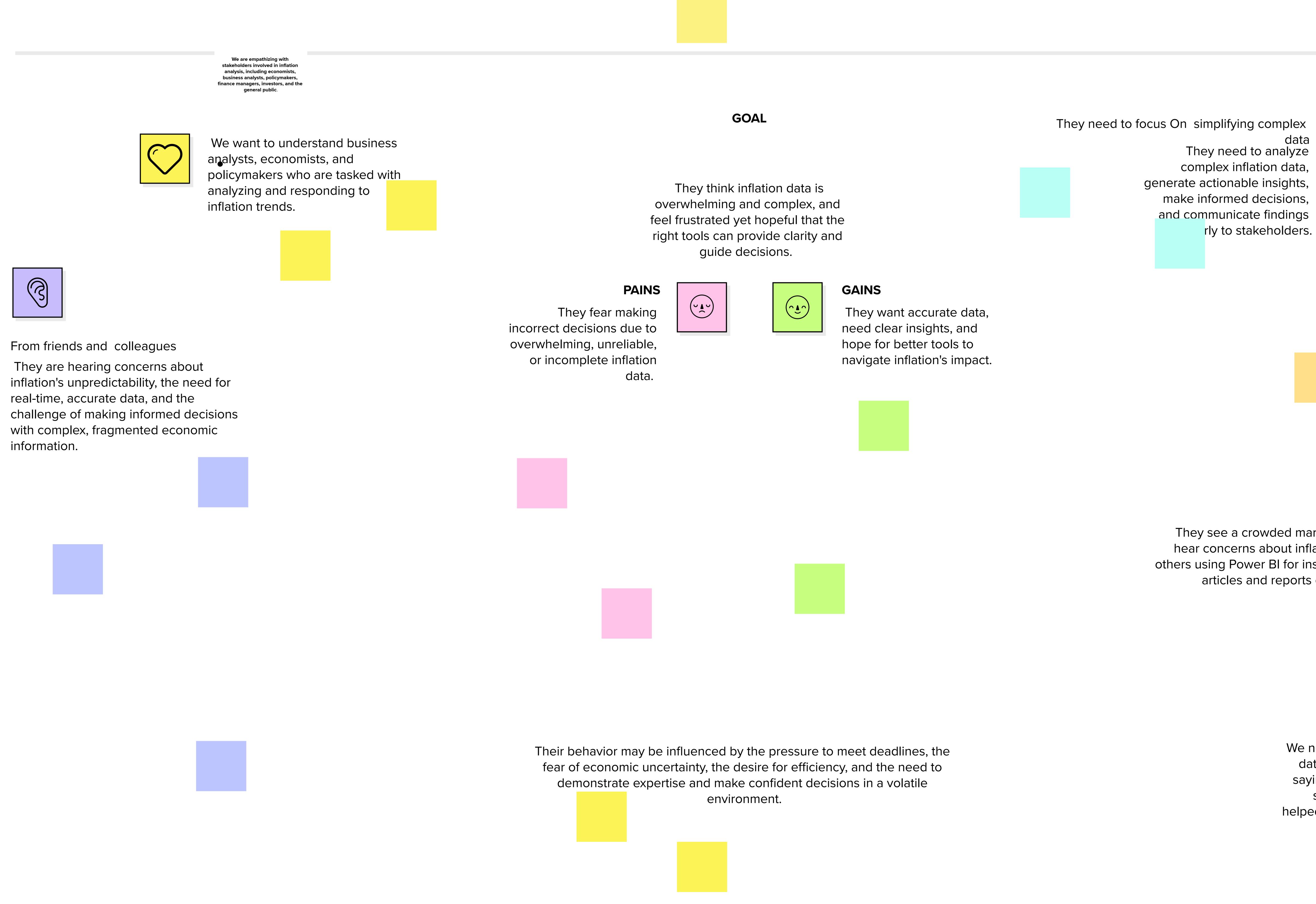


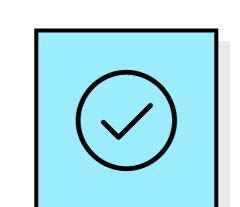
Need some inspiration? See a finished version of this template to kickstart your work.



## 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.

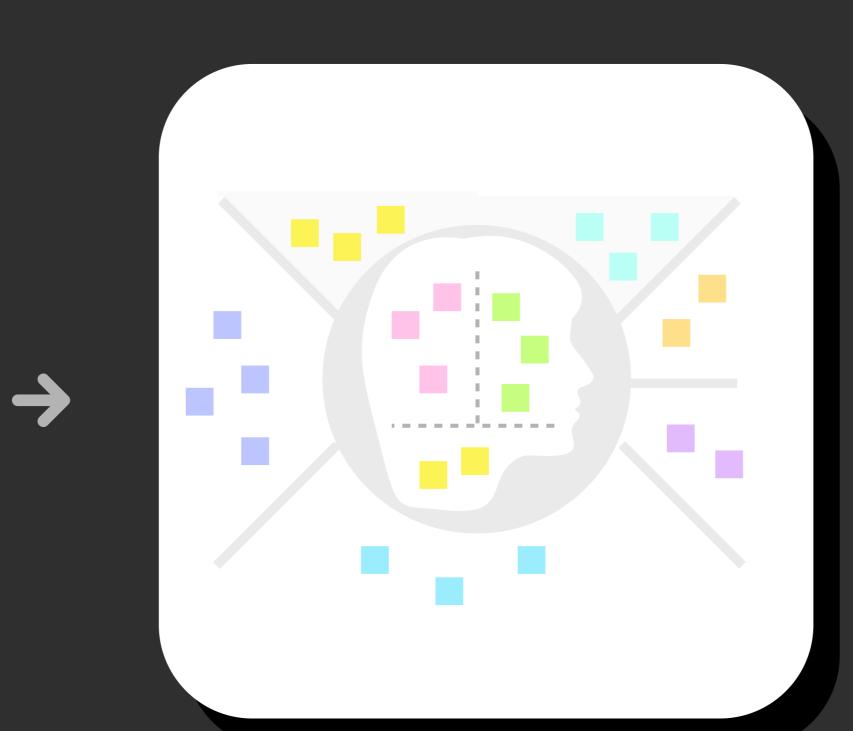




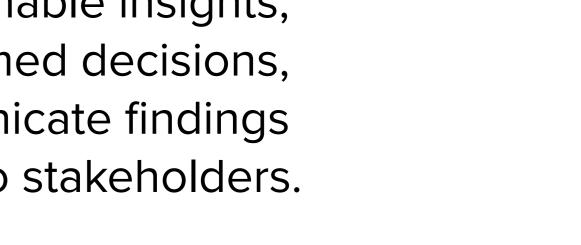
What do they DO?

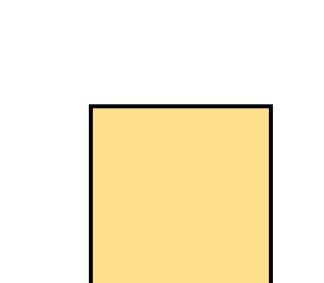
They analyze complex data manually and could benefit from using Power Bl for automated insights and faster decision-making.

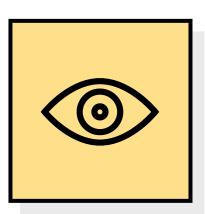




They need to analyze complex inflation data,

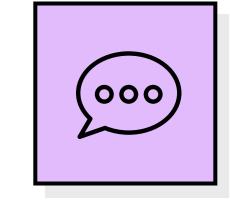








They see a crowded marketplace of data tools, hear concerns about inflation's impact, observe others using Power BI for insights, and are reading articles and reports on inflation trends and economic forecasts.



## What do they SAY?

We need clearer insights from this data," and we can imagine them saying, "If only we had a tool that simplified this complexity and helped us predict inflation's impact more accurately."

