

## 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

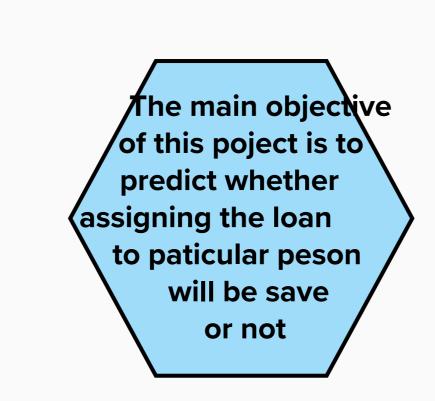


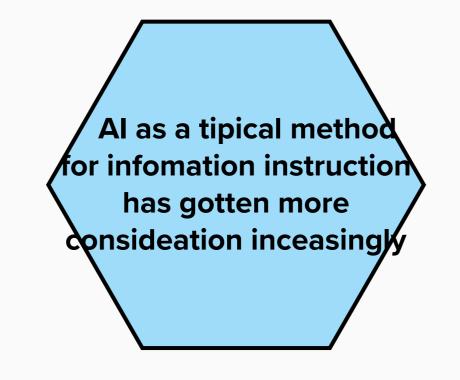


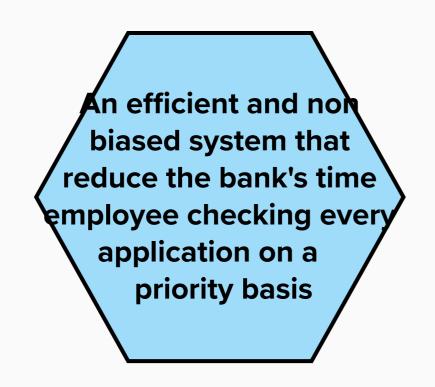


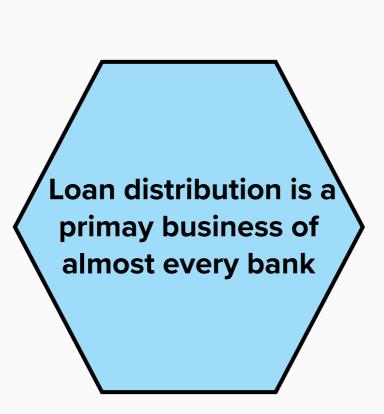
## Develop shared understanding and empathy

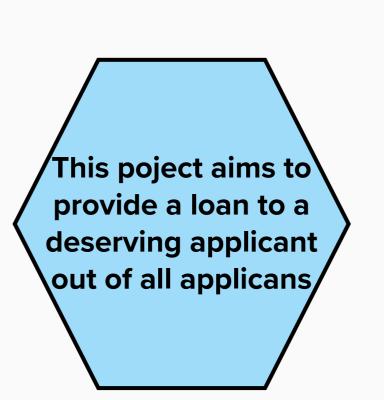
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



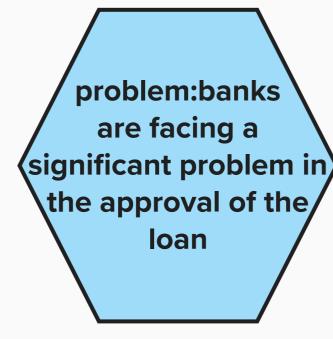


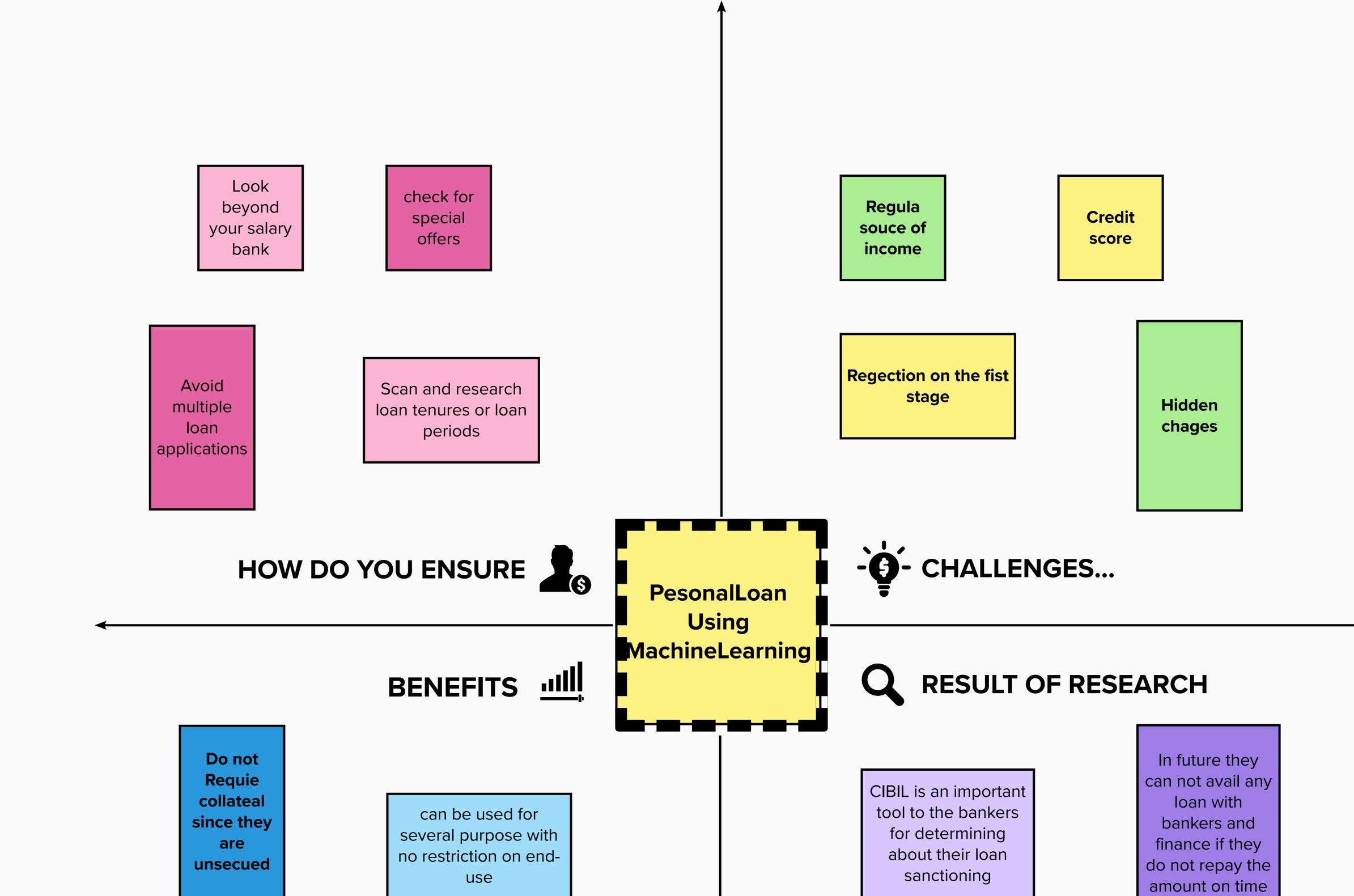








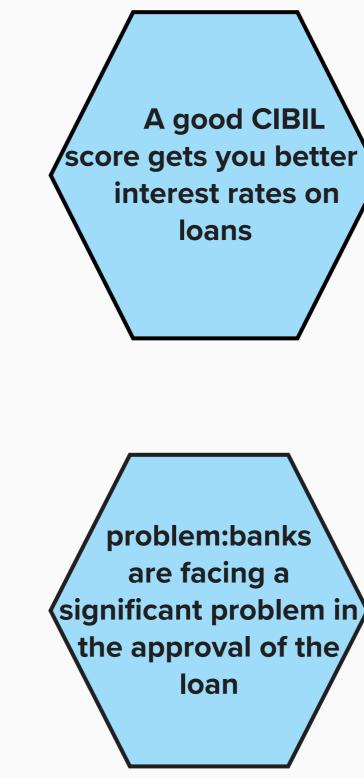


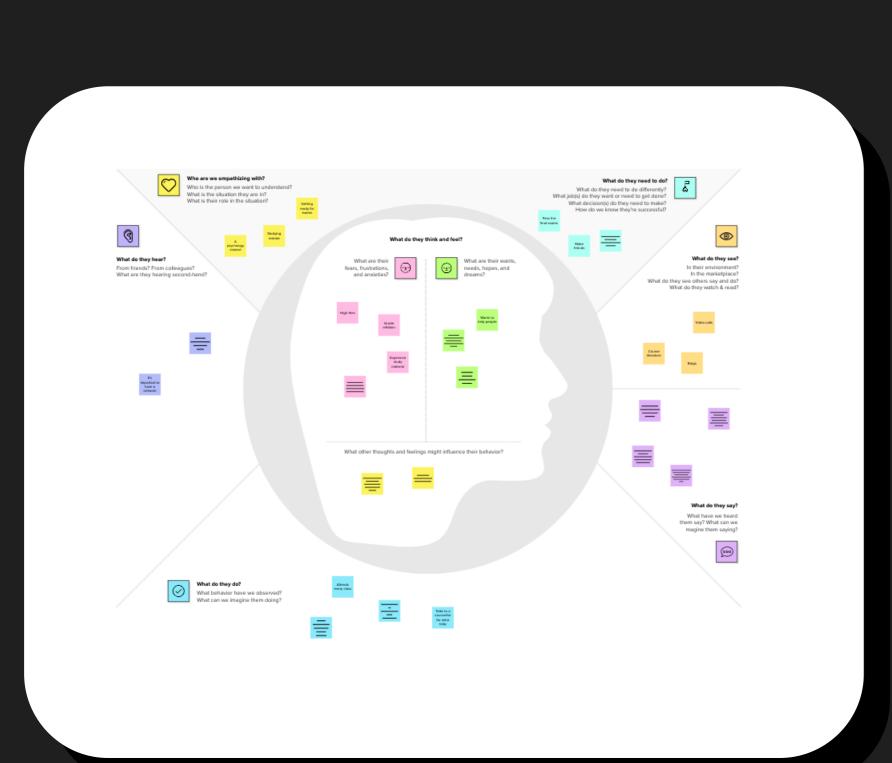


customers need to

honour their EMI

cheques on time





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





