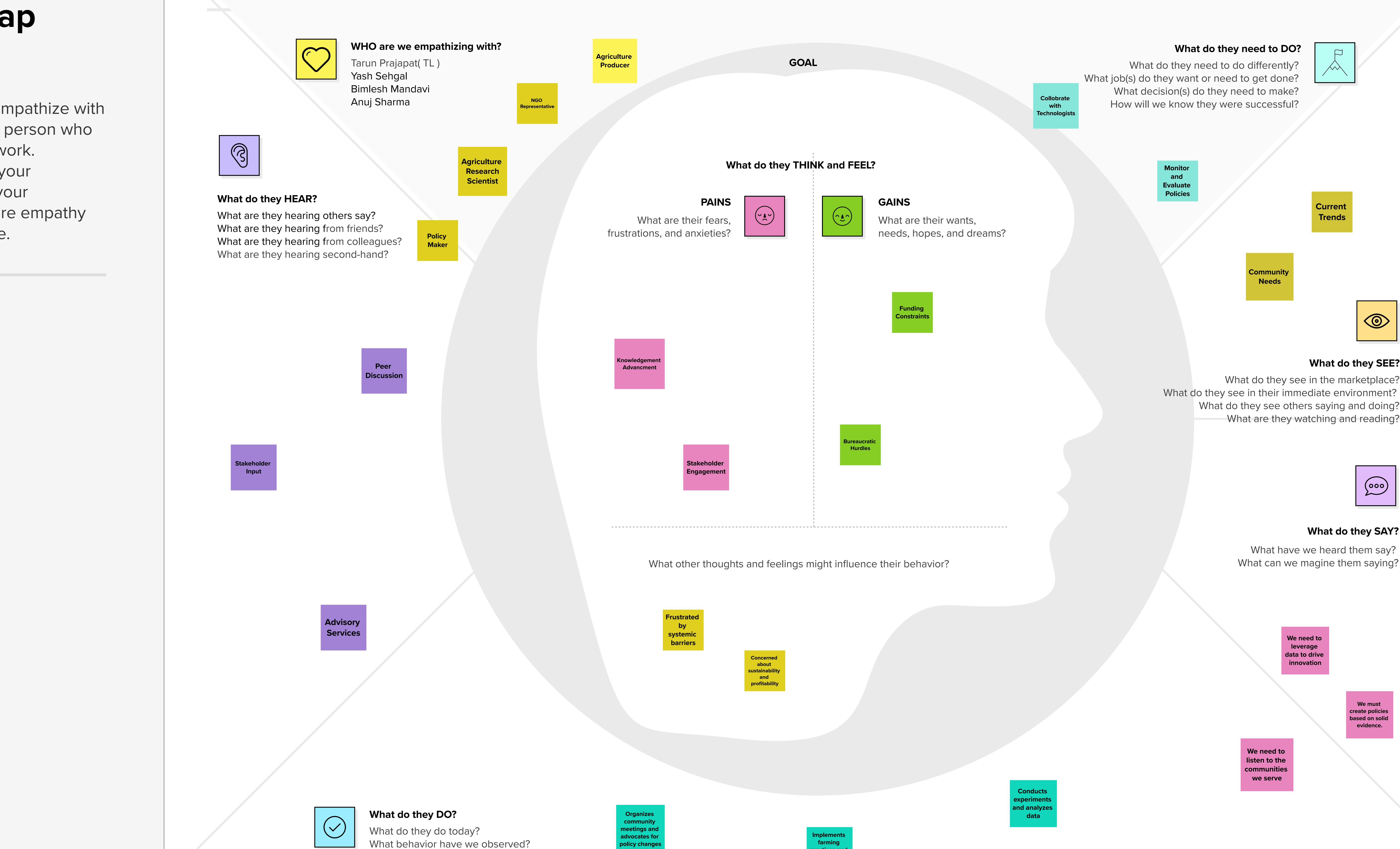


## canvas

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





What do they SEE?

What do they SAY?

What have we heard them say?

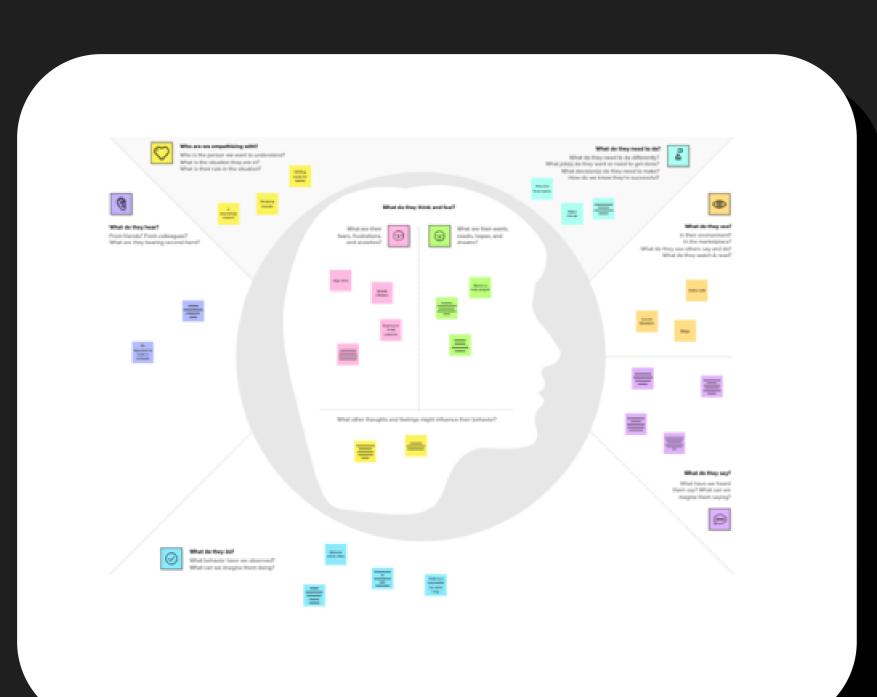
What can we magine them saying?

What do they see in the marketplace?

What are they watching and reading?

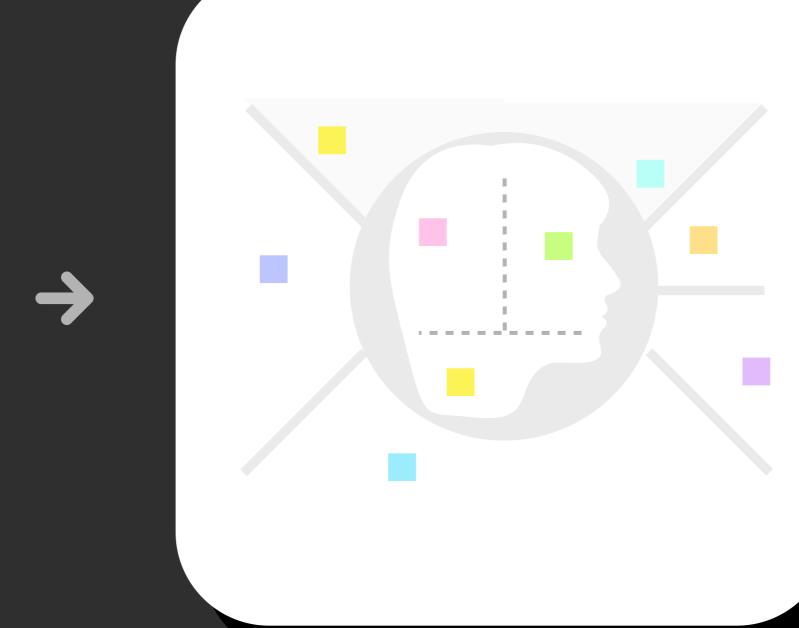
What do they see others saying and doing?

Share template feedback



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





What can we imagine them doing?

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.

