

## 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

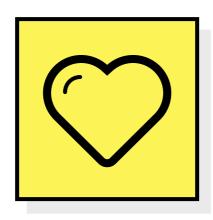


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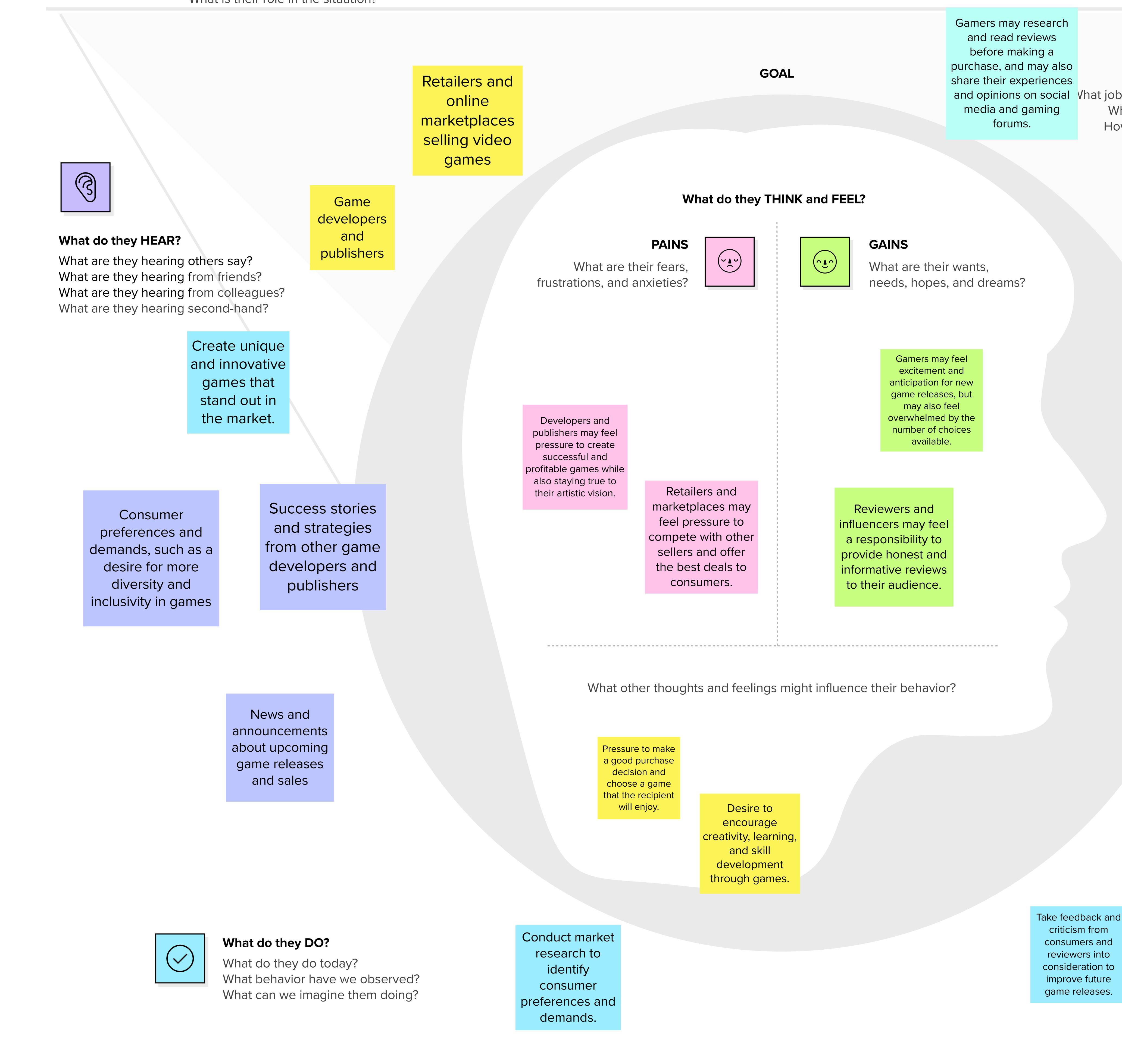
## Develop shared understanding and empathy

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.



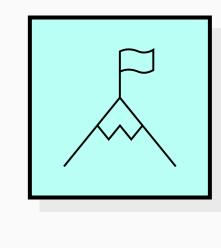
WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



What do they need to DO?

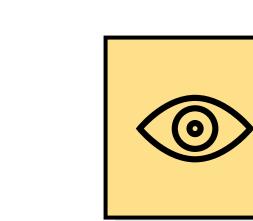
What do they need to do differently? and opinions on social Vhat job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



Reviewers and influencers may share their opinions and recommendations with their audience, potentially influencing

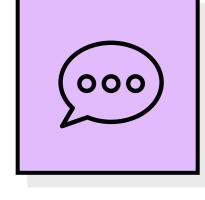
A crowded and competitive market with many choices for consumers

A variety of platforms and devices to play games on, including consoles, PCs, and mobile devices



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?



## What do they SAY?

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

> Developers and publishers may focus on creating unique and innovative games to stand out in the market, while also considering consumer demands and feedback.

Retailers and marketplaces may use sales data and trends to inform their marketing strategies and

promotions.

criticism from

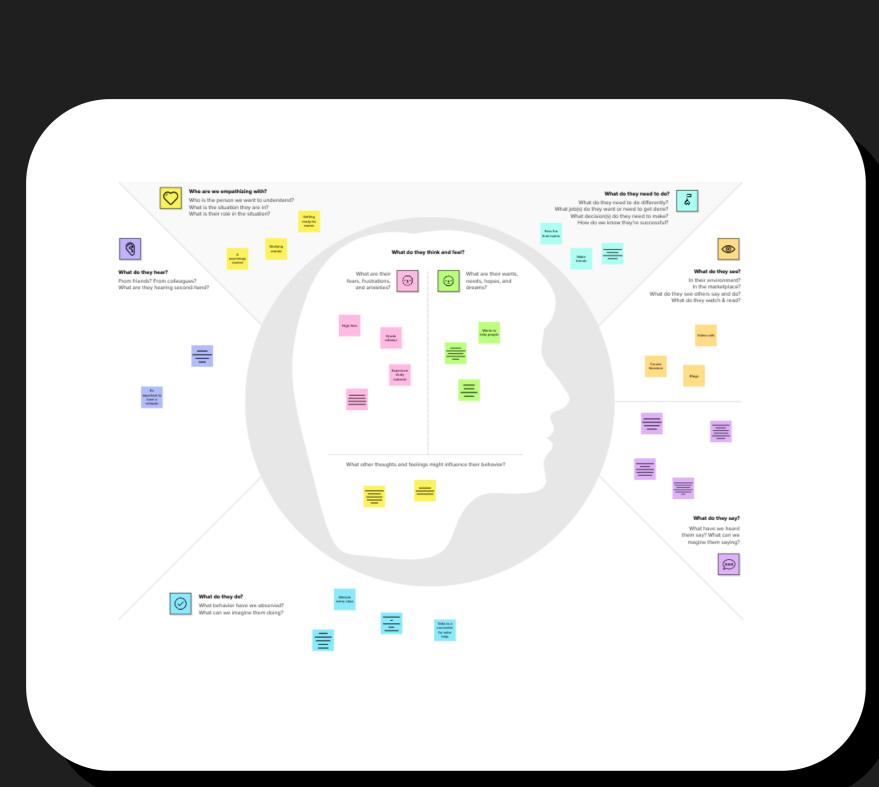
consumers and

reviewers into

consideration to

improve future

game releases.



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



