

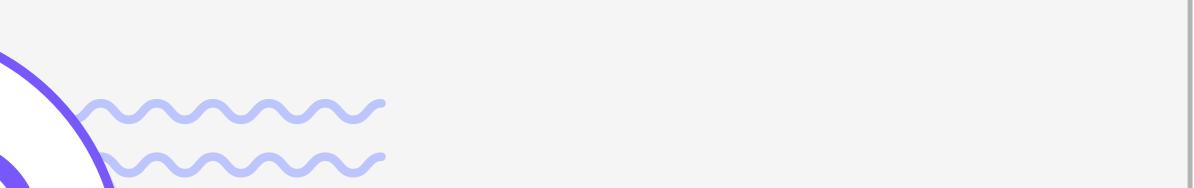
canvas

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

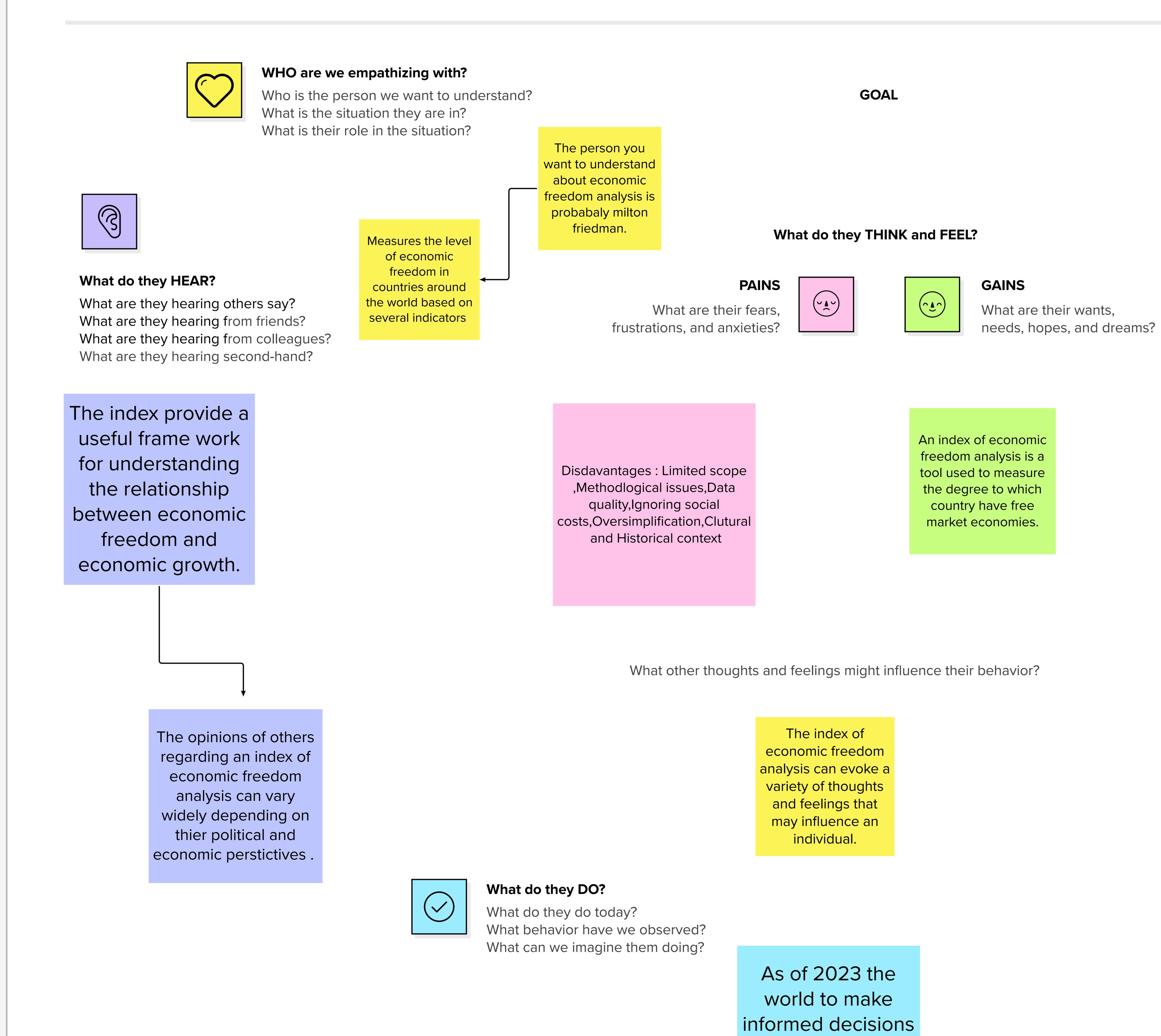


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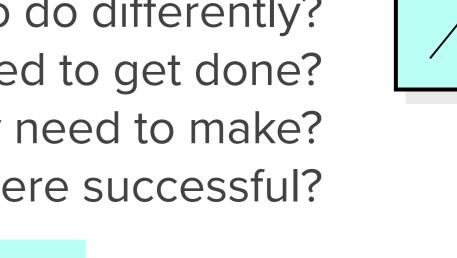


Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What do they need to DO?

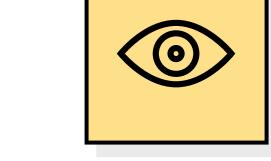
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



To stop the criticisms of the index and addressing the data limitations.

News outlets to cover the realse of bloomberg, CNBC.

analysis can be useful for investors, business and govt.



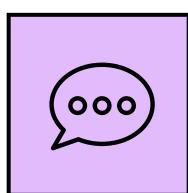
What do they SEE?

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?

In the market place

an index of

economic freedom



What do they SAY?

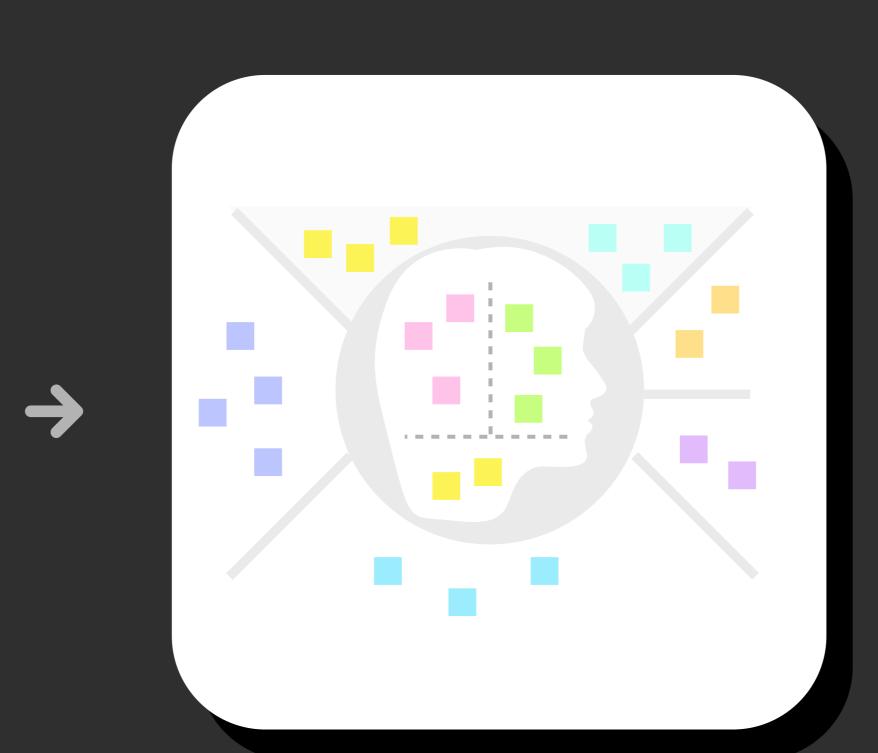
What have we heard them say? What can we magine them saying?

Country x has movede up a few spots in the rankings this year .They have made some positive changes to their economic poilices.

Supporters of the index say that economic freedom leads to greater prosperity.







about where to

invest or do

business.

