

Empathy m canvas

Use this framework to a customer, user, or any is affected by a team's Document and discuss observations and note assumptions to gain mo for the people you serv





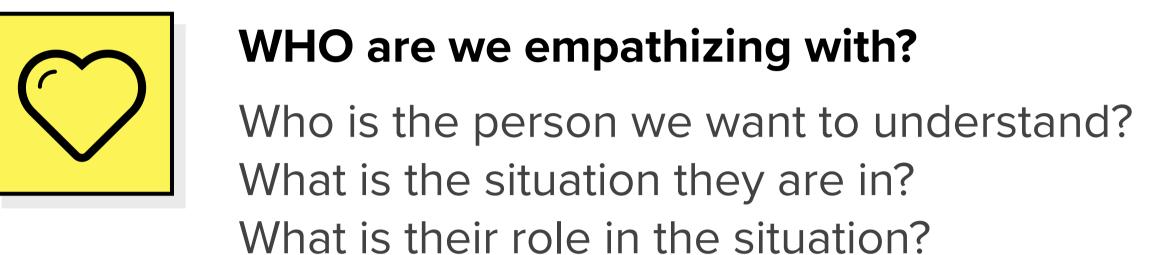
What do they HEAR?

What are they hearing others say? What are they hearing from friends?

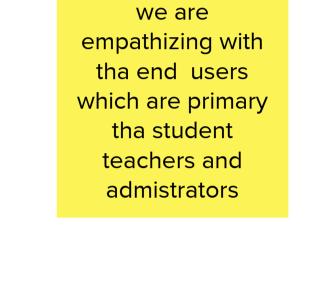
What are they hearing from colleagues?
What are they hearing second-hand?

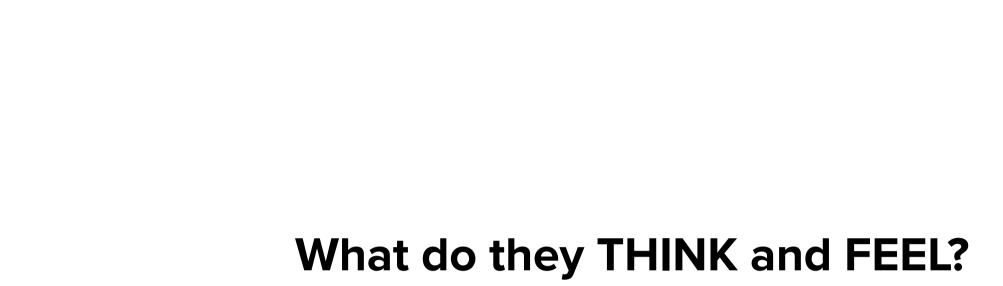
Develop shared understanding and empathy

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.







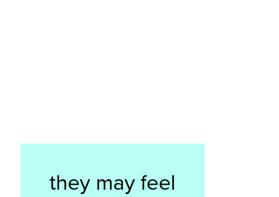


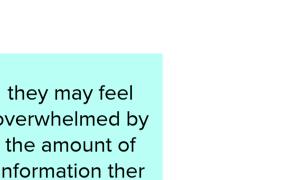
PAINS

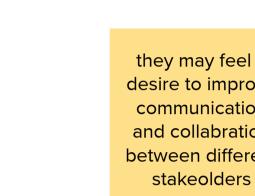


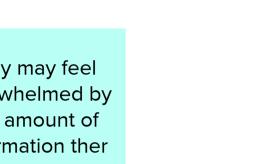
What do they need to DO?

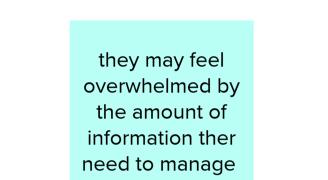
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

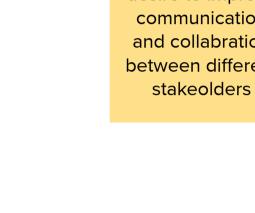


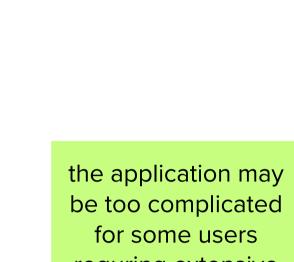


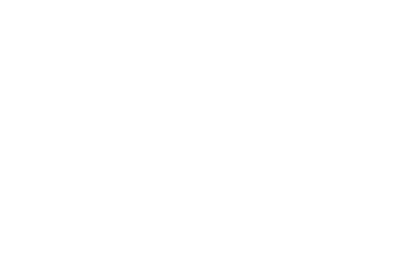


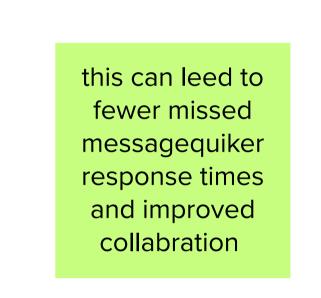




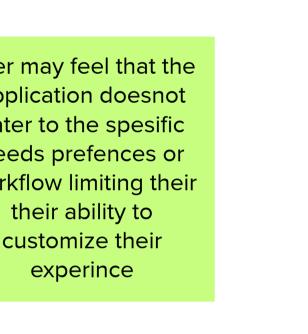




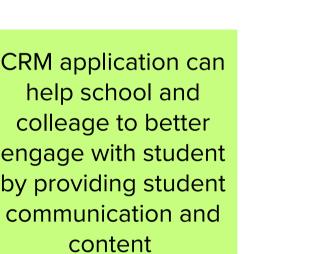


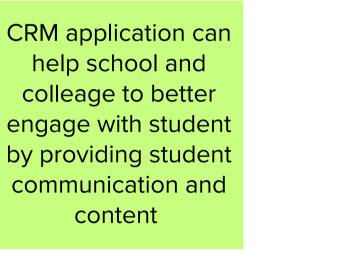




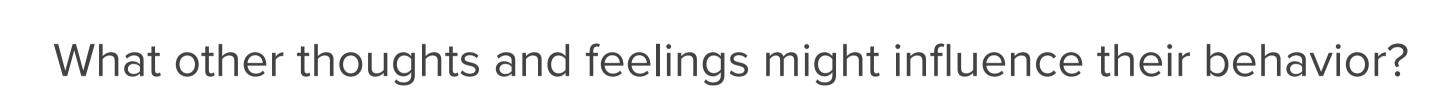


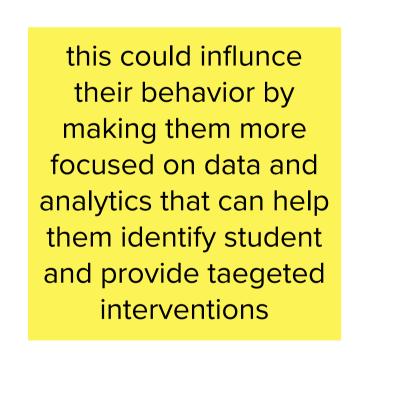


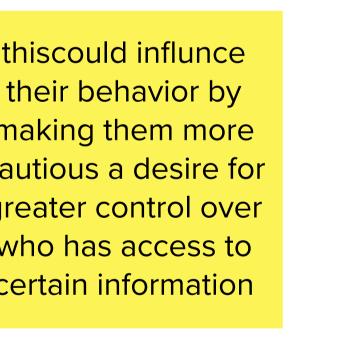


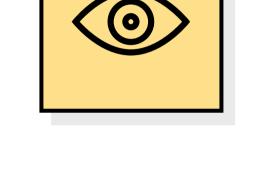






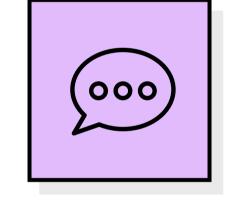






What do they SEE?

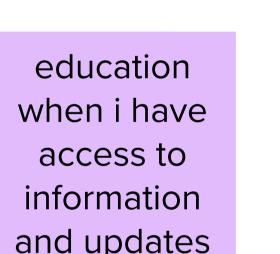
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

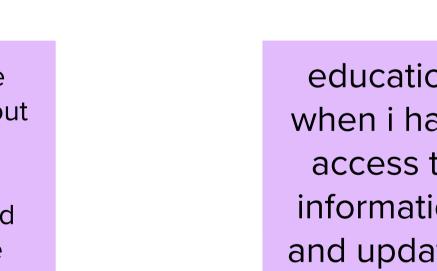


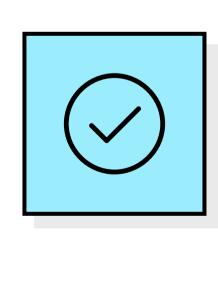
What do they SAY?

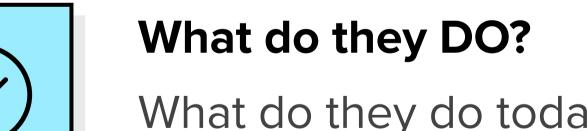
What have we heard them say? What can we magine them saying?











they may hear about the CRM application from other collagues who have used it before at from school administrators who promate it as a communication and student engagement

