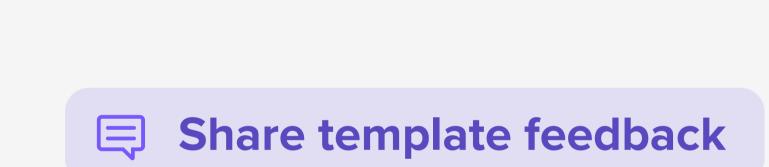


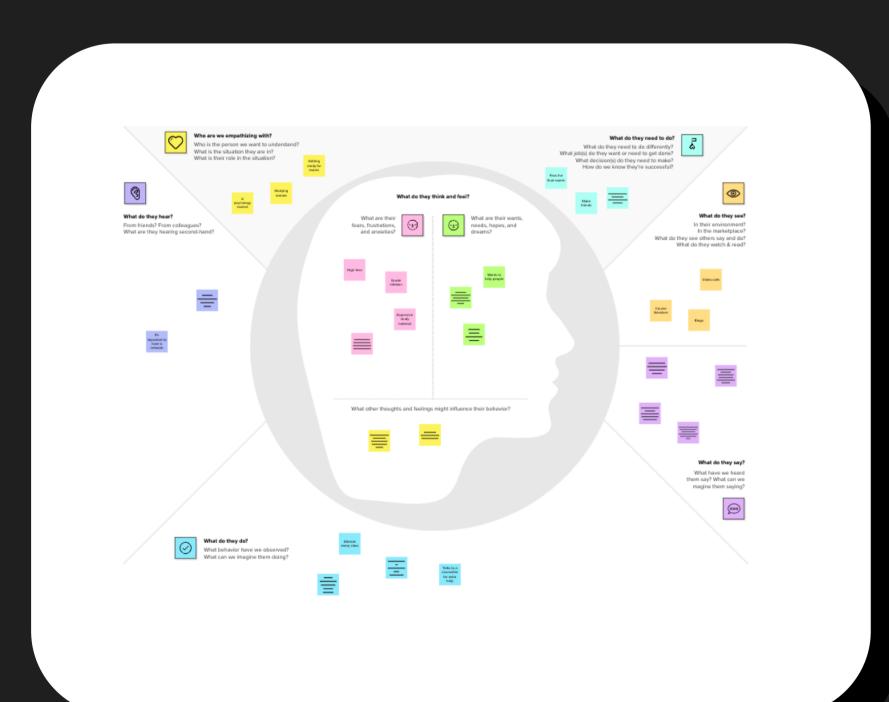
Empathy map canvas

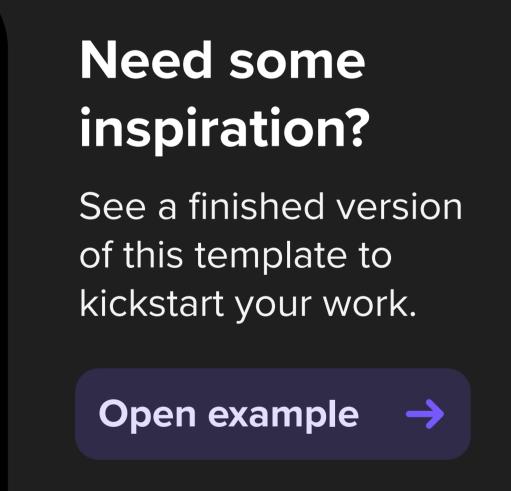
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

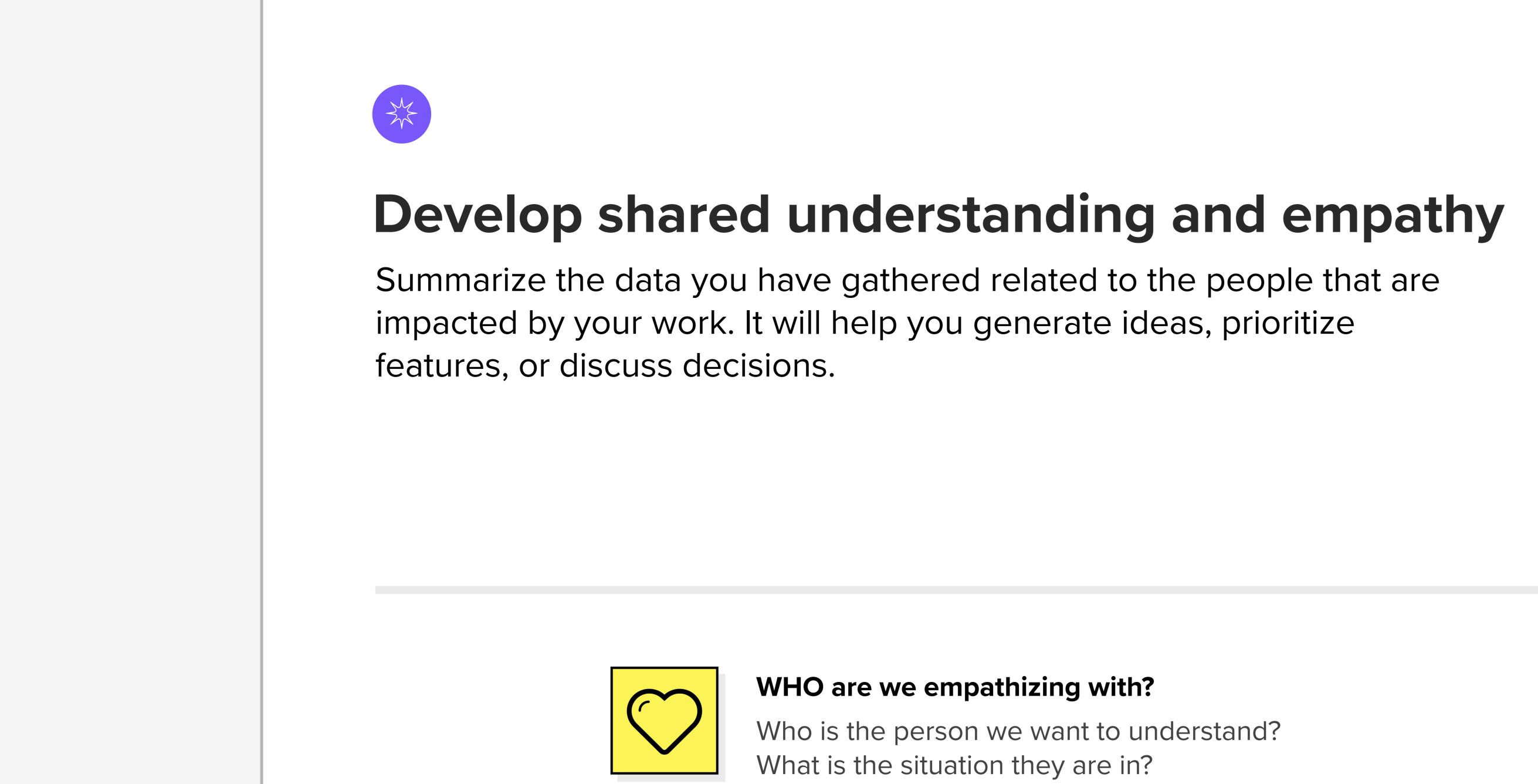
Originally created by Dave Gray at



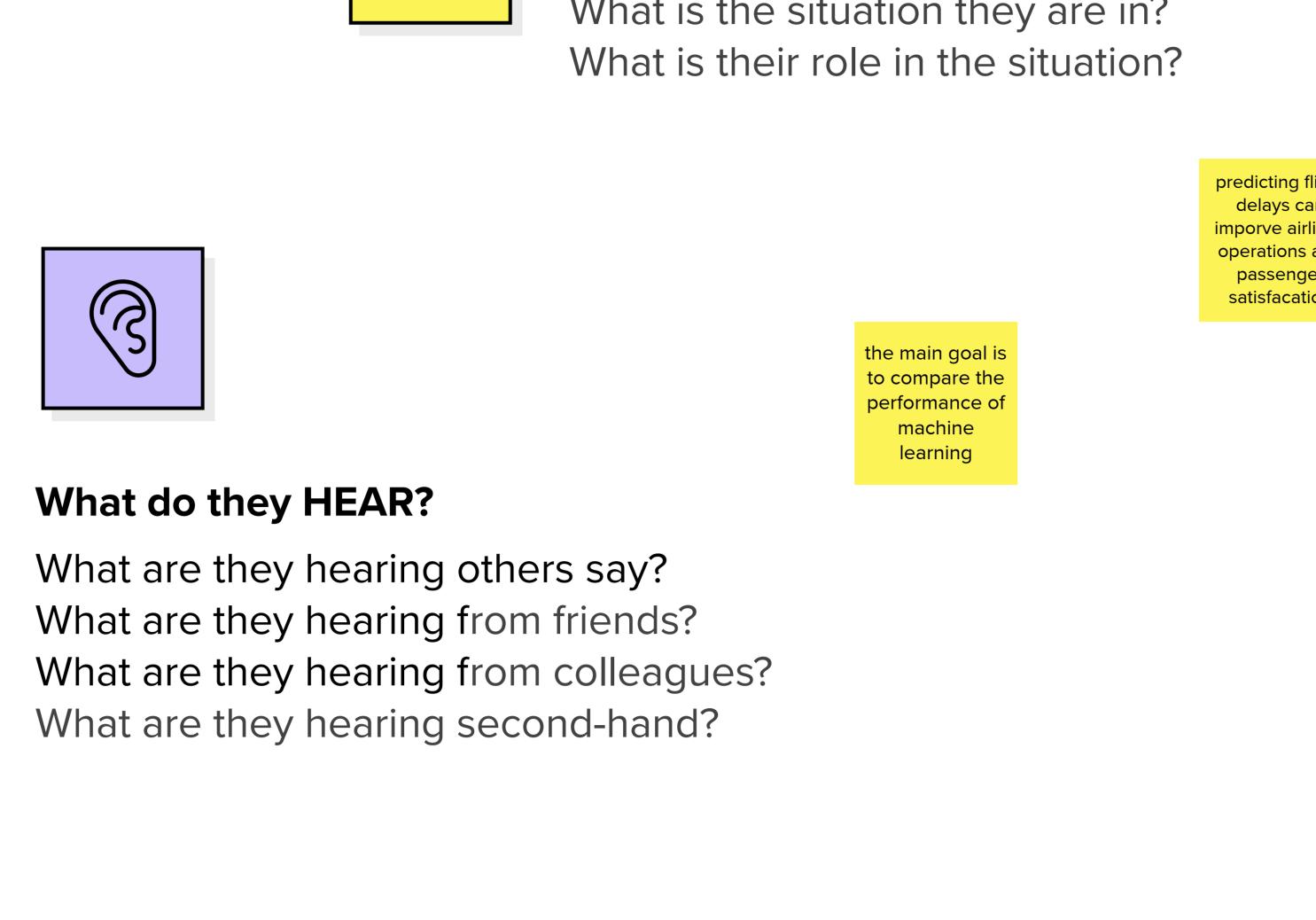


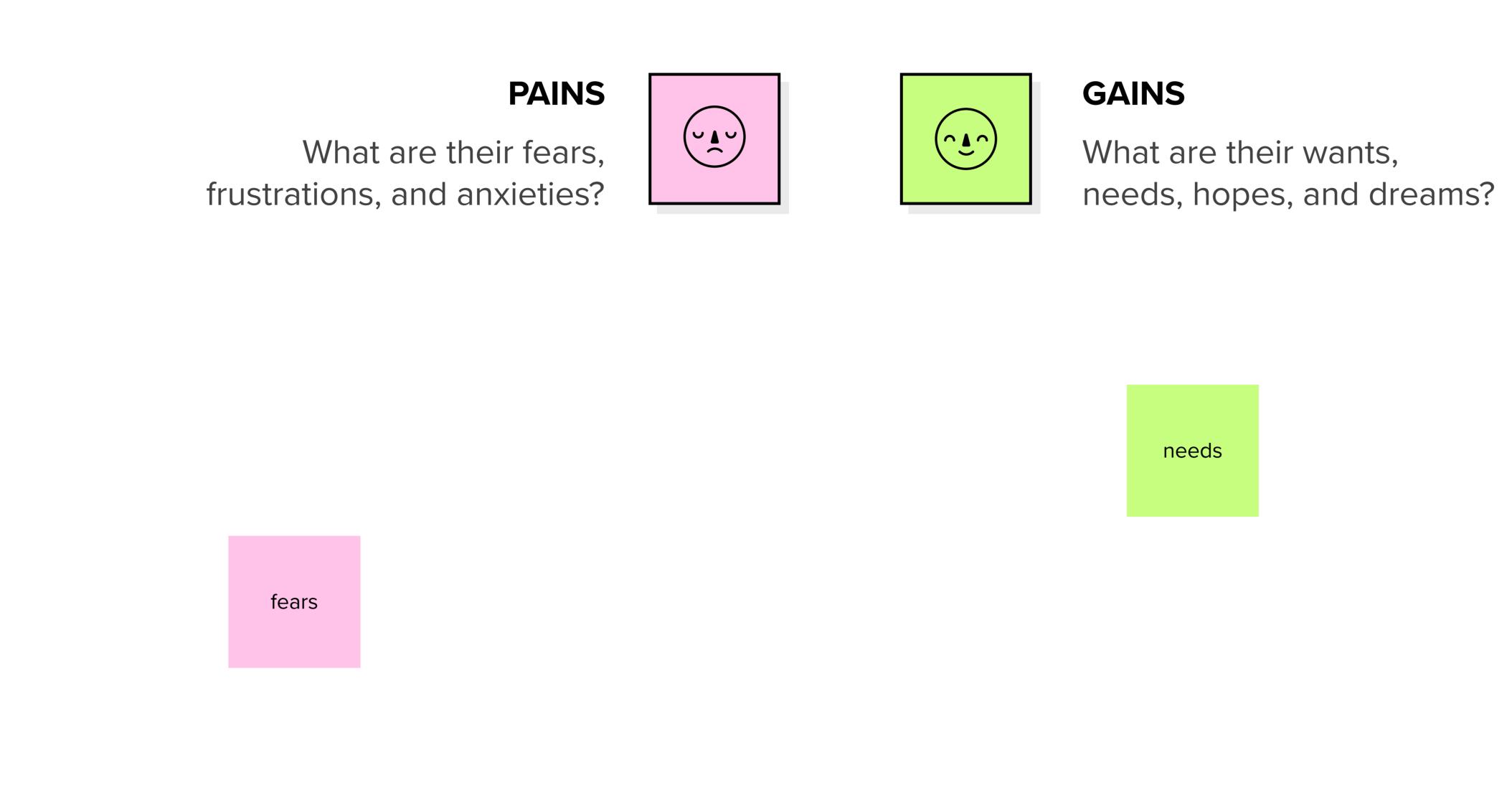


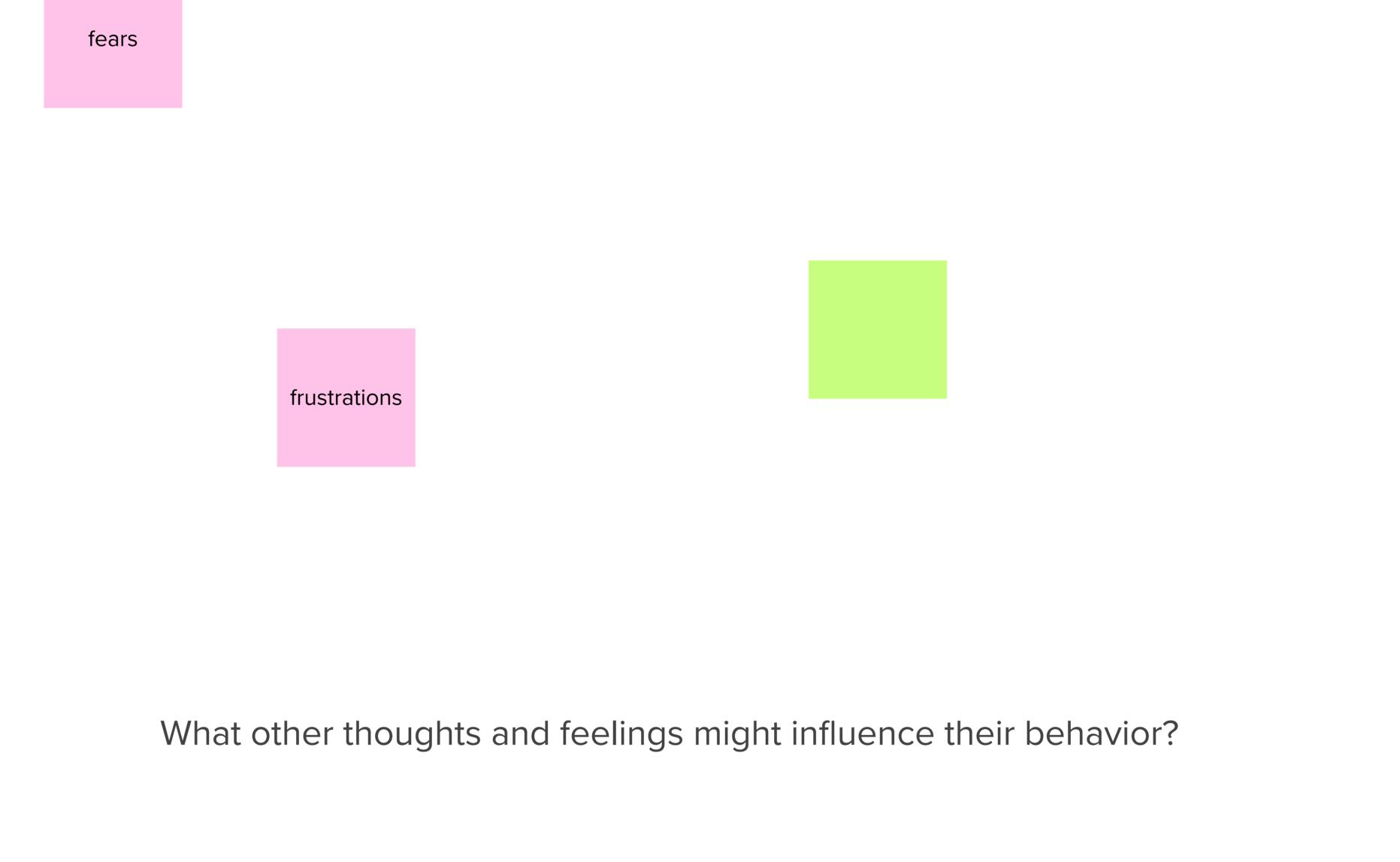




the goal is to use exploratory analysis and to build machine learning models to predict airlines departure and arrival delays.

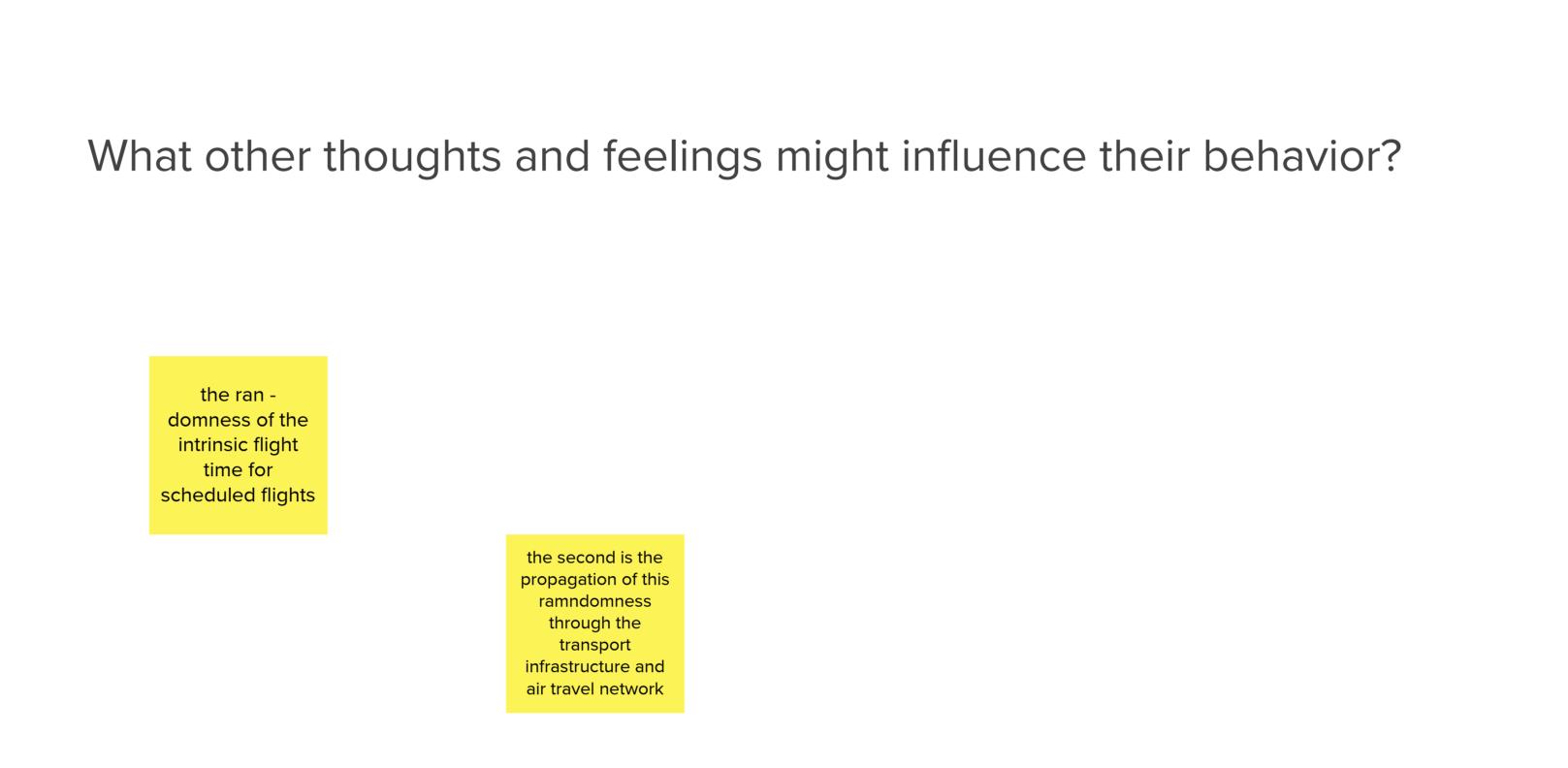




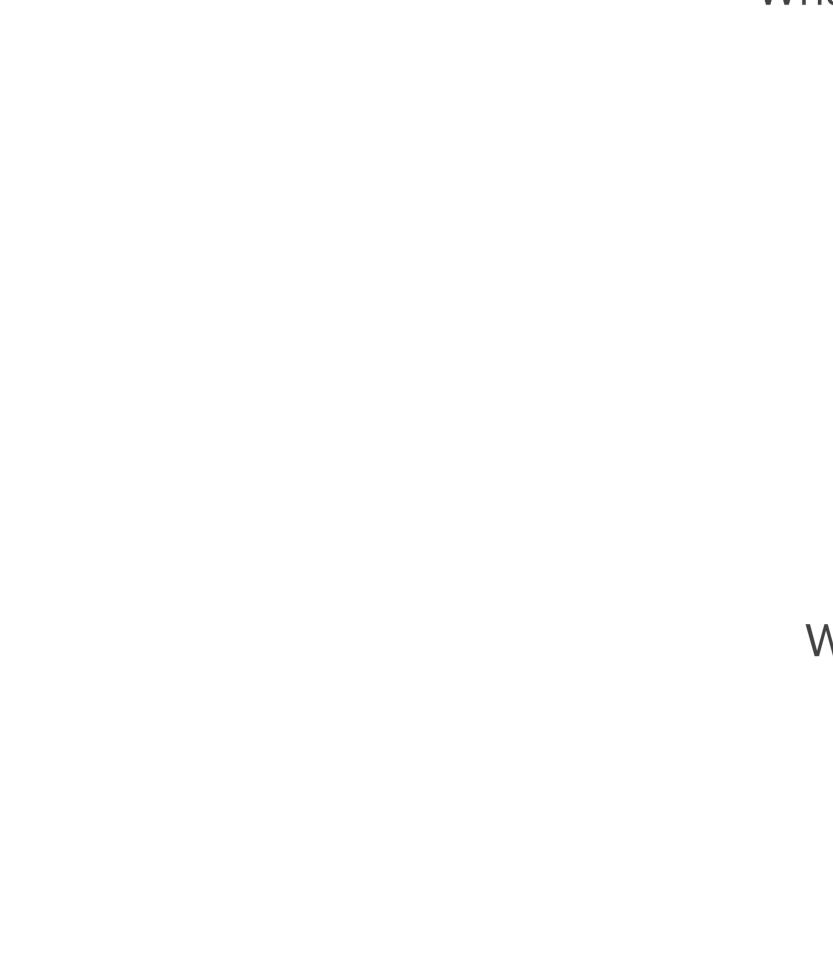


GOAL

What do they THINK and FEEL?

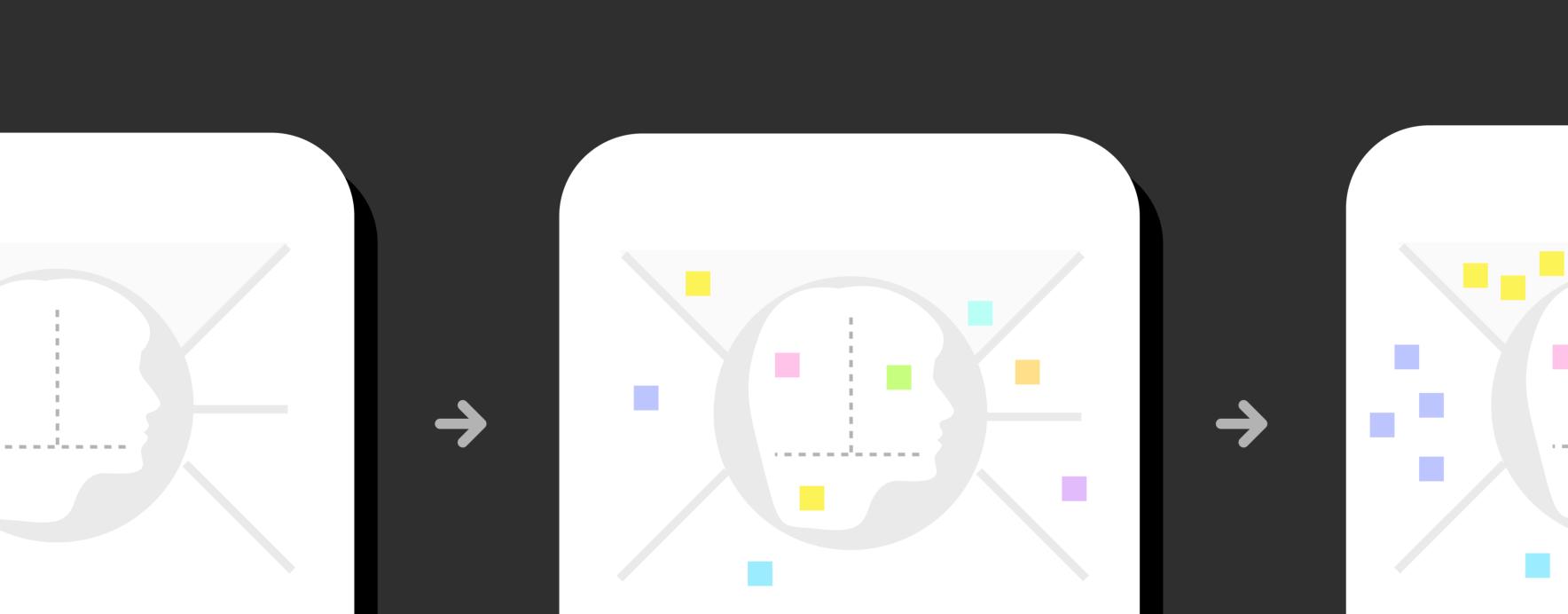










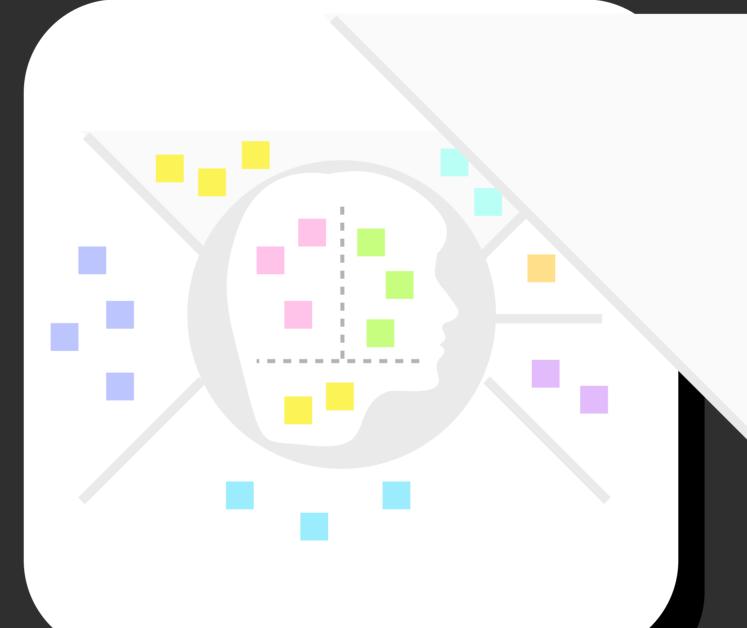


What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?





What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

What job(s) do they want or need to get done?

How will we know they were successful?

