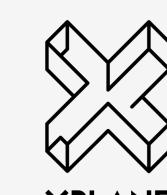


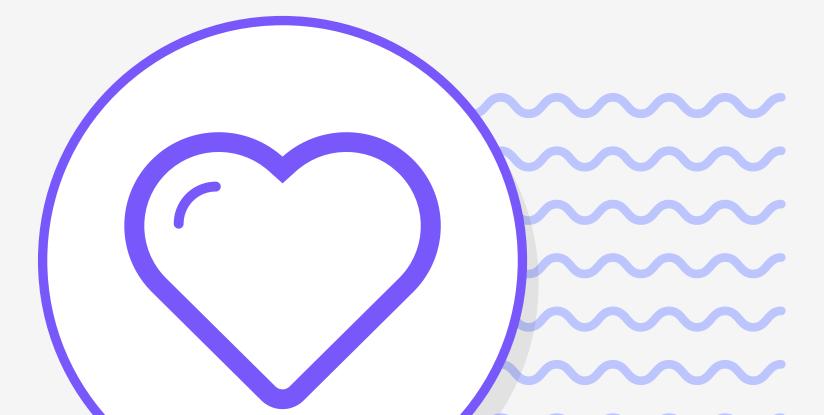
canvas

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.



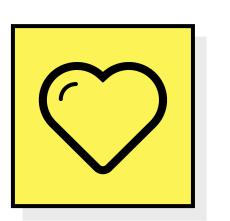
Originally created by Dave Gray at





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?

Based on the given context,we can empathize with the candidate who is being tracked for their results.

What do they HEAR?

"We value your

performence and

want to make sure

you have the

resources you

need to succeed."

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

can design a CRM their needs and provides a positive experience

"We recognize that

tracking your results is

important to you and

we are committed to

making that process as

seamless as possible."



GOAL

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?

Understand the candidates perspective and their needs : Put yourself in the candidates shoes and try to understand their goals,motivation,and

pain points.

choose the right CRM software:Select a CRM software that suits your needs and has the necessary features to track the relevent information

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

Feedback from

can encourage the

canidate to stay

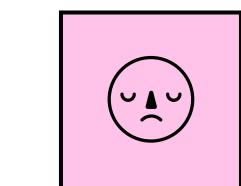
engaged and

CRM system

motivated in using the

instrectors or advisers

PAINS What are their fears,



Confidance in

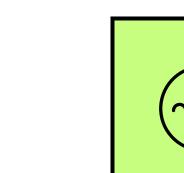
their ability to

monitor their

progress and

identify areas for

improvement



What are their wants,

motivation to stay engaged and participate in online discussion or forums with their peers

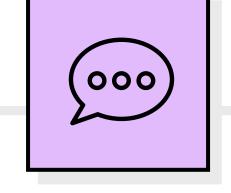
needs, hopes, and dreams?

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?

with their academic infermation including, grades, attendence and feedback from instrectors

Communication tools, such as chat or email,to connect with instractors, advisers, or peers within the CRM

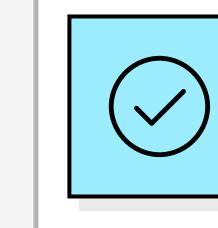


What do they SAY?

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

"The ganifiation elements make using the system more engaging and motivating."

"I appreciate having access to all of my learning materials in oe place."



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

to access learning materials, such as lecture

supplementary resourses

Use the CRM system Engage with the CRM system to track their academic progress, including notes, assignments, or grades, attendance, and feedback from insructors

