

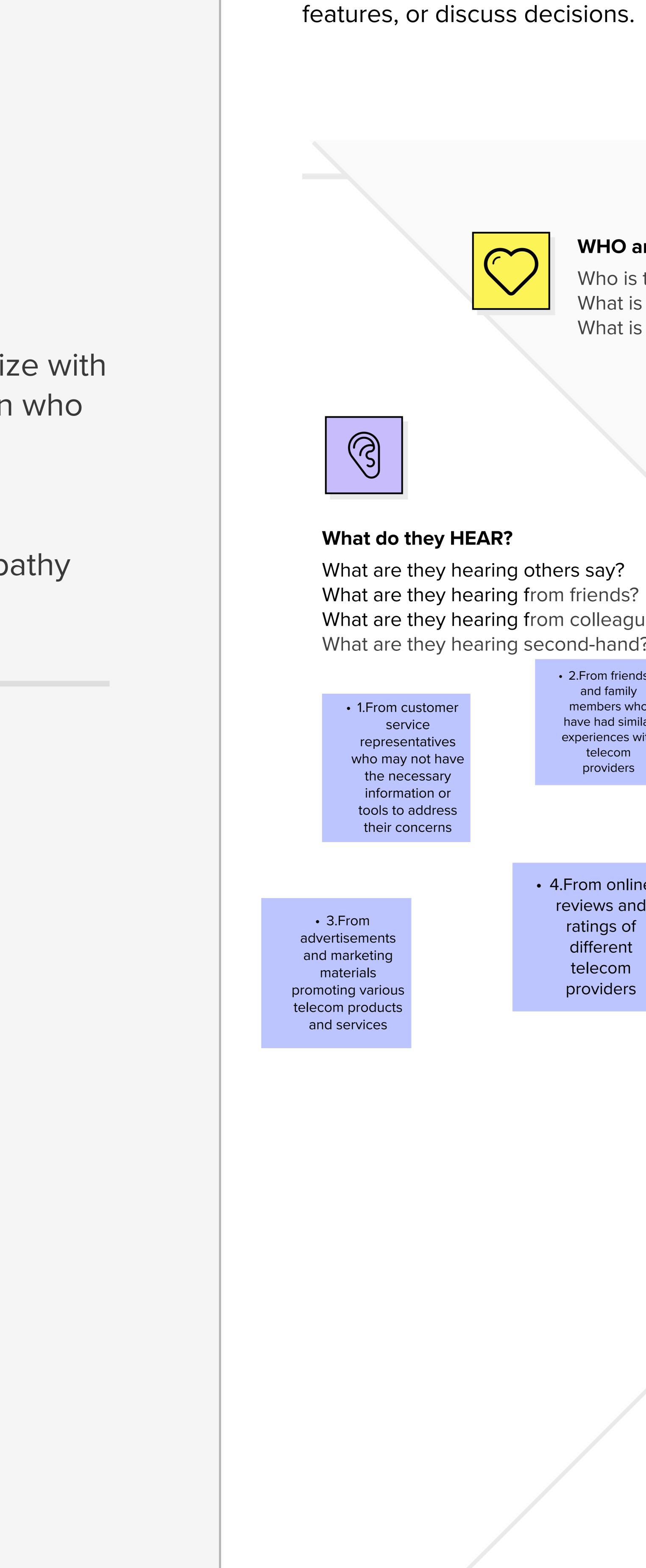
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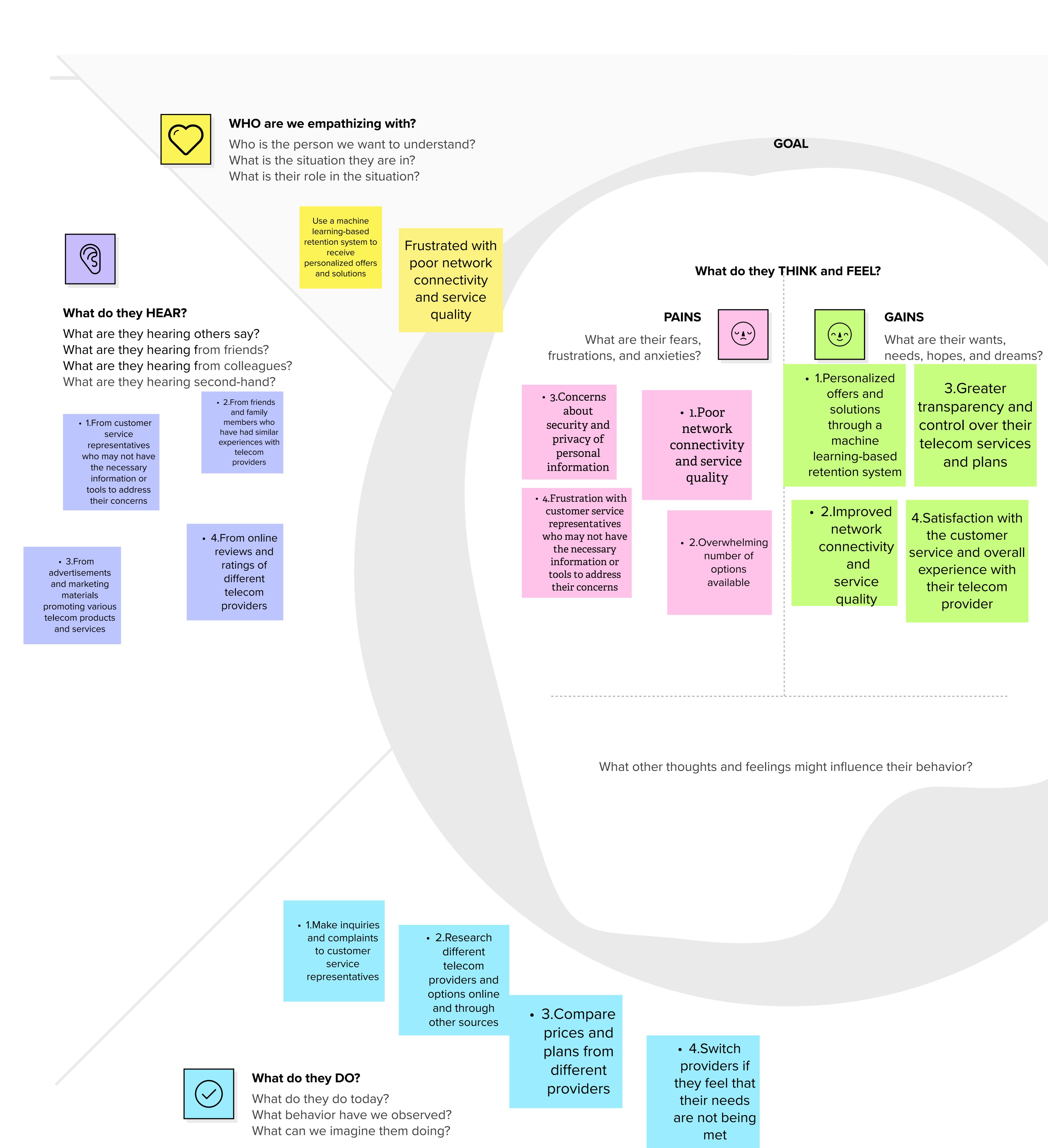
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



Share template feedback





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

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? Llawwill we know they were successful?

 2.Concerned about the security and privacy of their personal

system can provide personalized solutions and improve their

 4.Telecom representatives who may appear distant or uninterested

customers in telecom stores or customer service centers who may appear frustrated or impatient

• 3.Other

service quality issues such as dropped calls, slow internet speed, and poor

coverage

2.Telecom

equipment

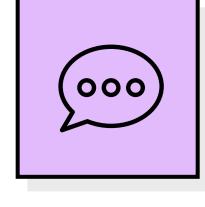
such as

phones,

routers, and

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?

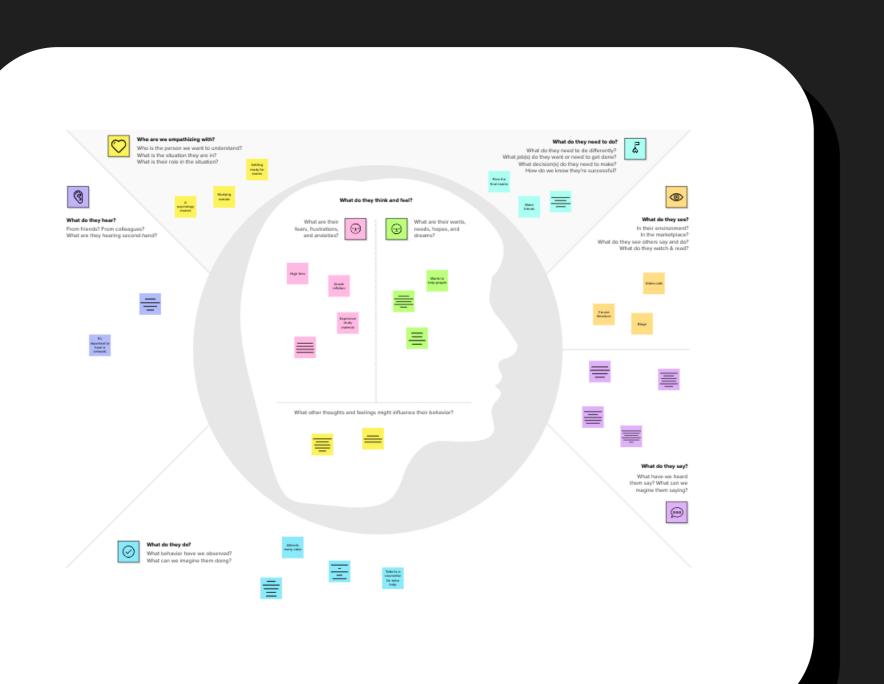


What do they SAY?

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

> 1.Anxious about the cost and benefits of switching providers

 2.Overwhelmed by the number of telecom providers and options available



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





