

# 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.

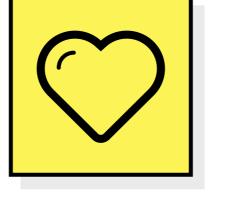
Originally created by Dave Gray at





## Develop shared understanding and empathy

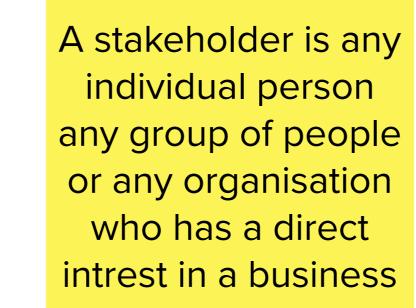
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



#### 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?

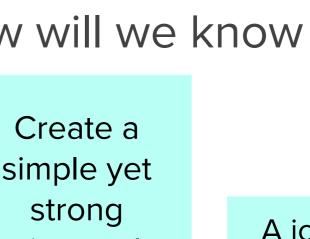
A business
situation is aset of
internal orv
external condition
that change at
point in timne



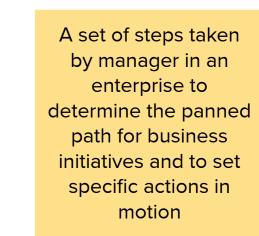
#### **GOAL**

#### What do they need to DO?

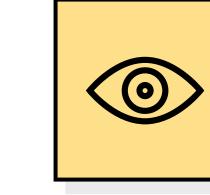
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



A job to be done could be a task that or objective they are trying to achieve

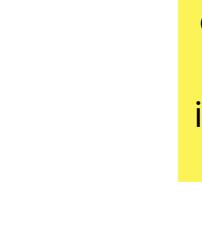


To be sucessesful a business needs to know their market and cater towards it .



#### 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?



#### **PAINS** What are their fears,

A common

emotional response

opposition related

to anger

annyonance and

disappointment

to our needs

frustrations, and anxieties?

Business owners

are usually

frustated with

the lack of

growth in their

buiseness



What do they THINK and FEEL?

### **GAINS**

What are their wants, needs, hopes, and dreams?

Become an

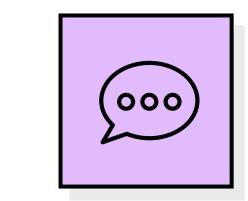
inspiration to

others



#### 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?

#### Buiseness, commerce, trade, industry, traffic mean activity concerned with the supplying and distribution of

commodities.

Dealing in or selling goods that are not new

Good friends teach you about yourself and challange you to be better

When a

colleagues

behave a

bothers you try

to examine your

reaction

What do they DO?

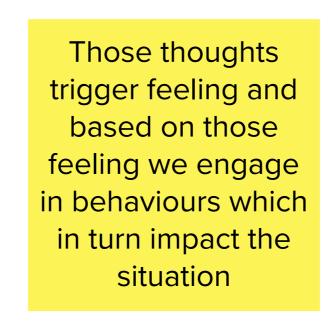
What do they do today?

What behavior have we observed?

What can we imagine them doing?

The fear of being alone we dread reaching out and finding nobody there to respond

What other thoughts and feelings might influence their behavior?



Positive emotions like hapiness and gradiuate can lead to increased cooperation and team work

in marketing stimuli influence decision-

Become a

thought

leader in

your industry

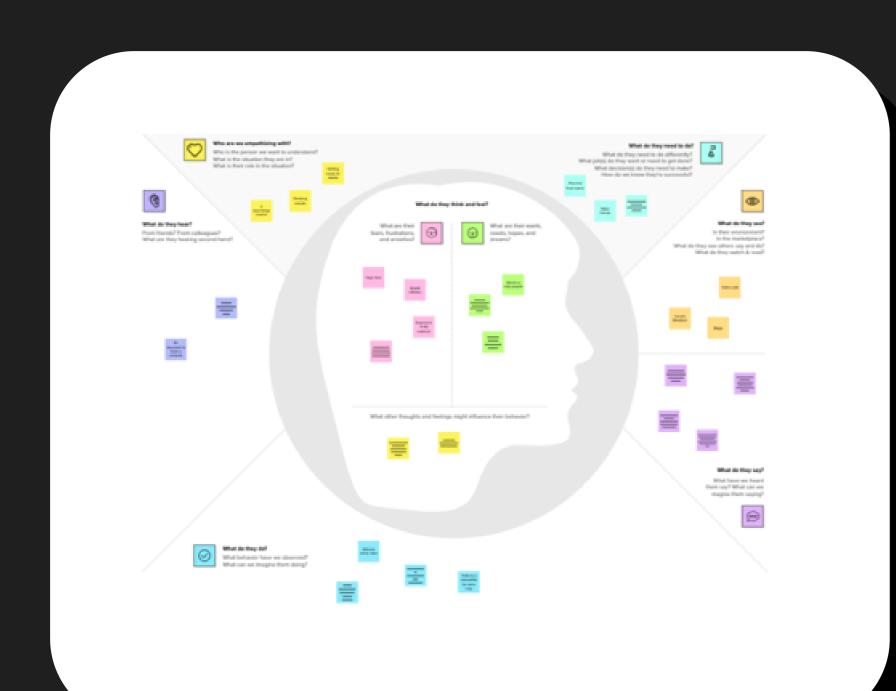
Emotions embedded maling via processes driven by cognitive apprisals

organised behaviour describes how people intteract with one another inside of an oorganisation

Imagination is the key to success since everything you create build or achieve begins in the imagination

A business is aspecific type of organisation which exists to sell products to customers.

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