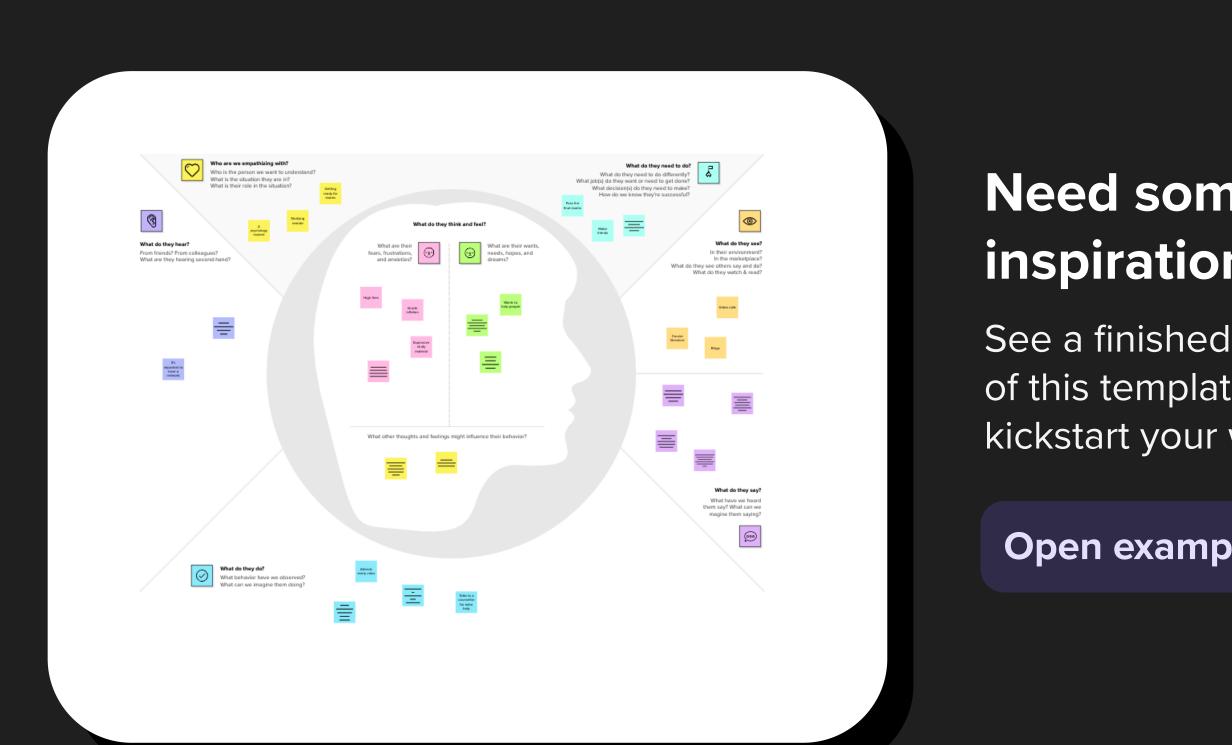


Empathy map canvas

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

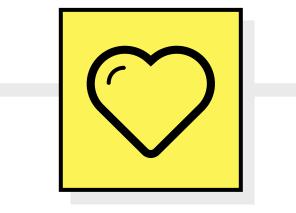






Develop shared understanding and empathy

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.



What do they HEAR?

They are hearing in percentage

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

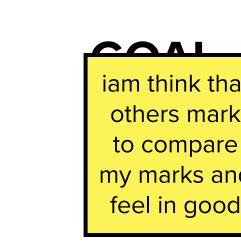
What are they hearing from colleagues?

I am get in good mark others say in good comment

WHO are we empathizing with?

they are in difficult situation because sometimes website can't be reach

Who is the person we want to understand?
What is the situation they are in? What is their role in the situation?



What do they THINK and FEEL?

What are their fears,

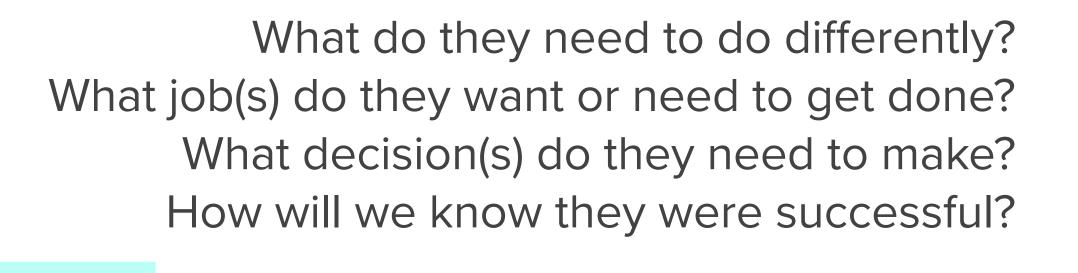
frustration to I am good perform to exam but I am get in average mark how it is possible

I am worry to about what says in family members and others

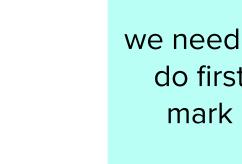
GAINS

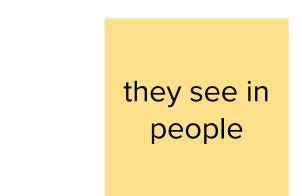
What are their wants,

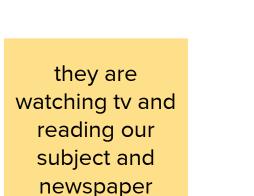
What do they need to DO?



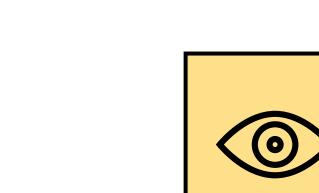








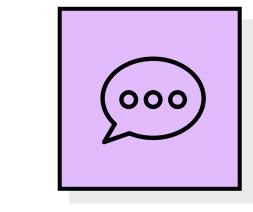






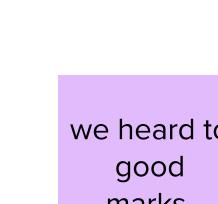
What do they SEE?

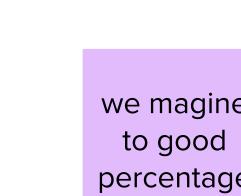
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

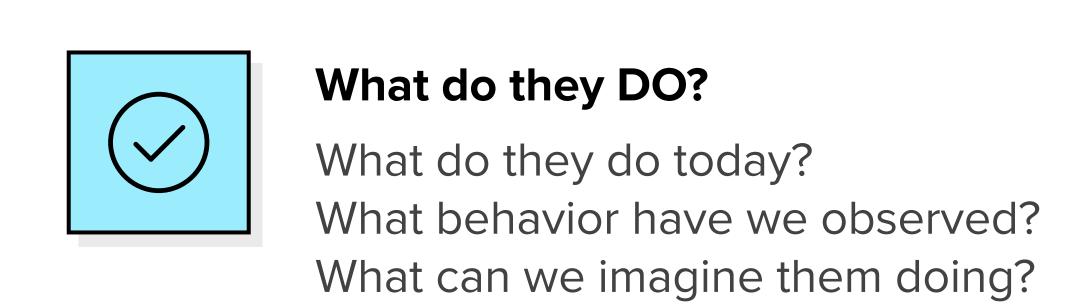


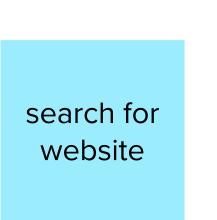
What do they SAY?

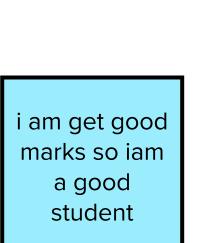
What have we heard them say? What can we magine them saying?

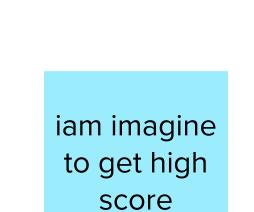












What other thoughts and feelings might influence their behavior?

