

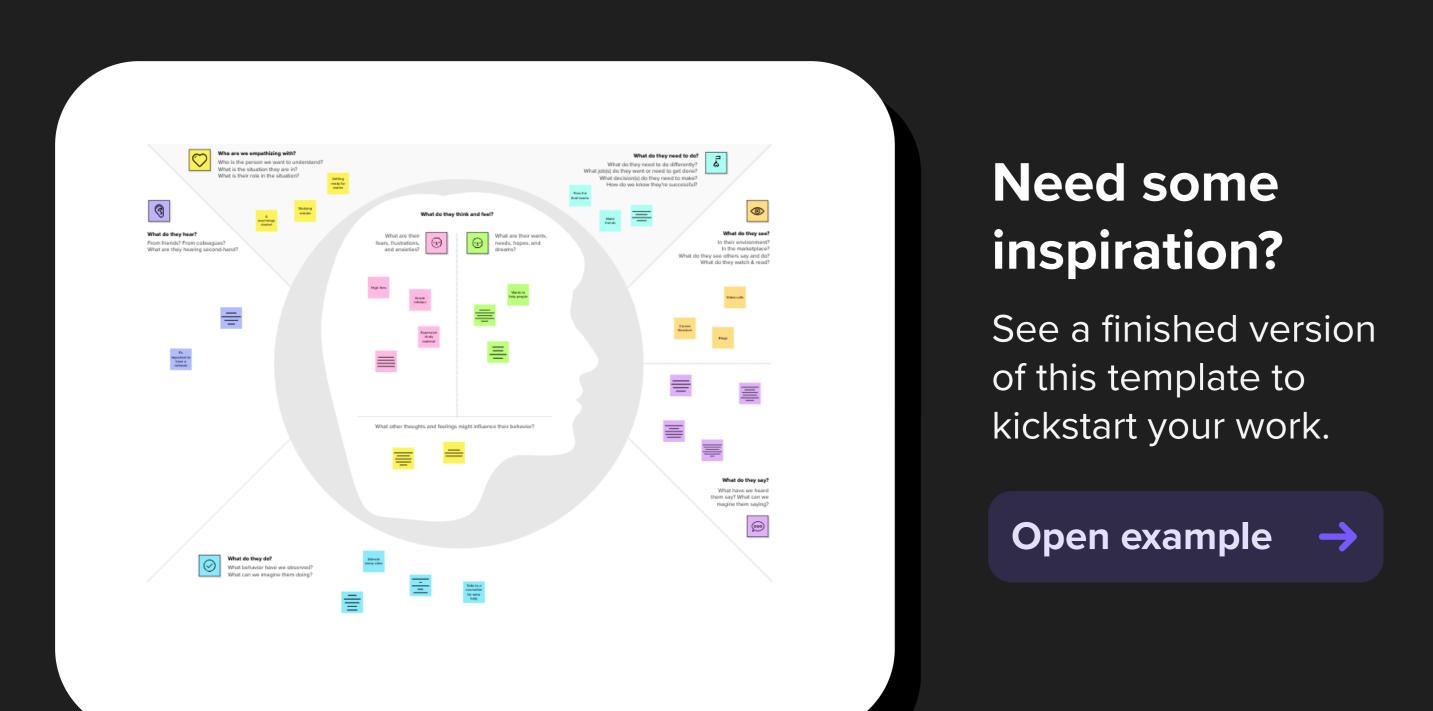
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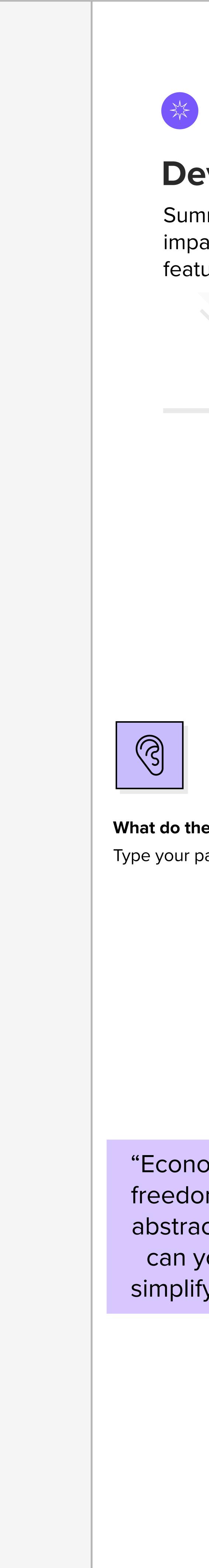
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



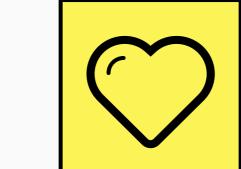
Share template feedback





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 features, or discuss decisions.



WHO are we empathizing with? Type your paragraph...

 Professionals who rely on economic indicators to assess prosperity.

 Policymakers, economists, development researchers, and data analysts.

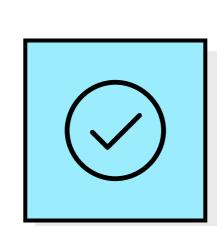
 People NGOs, or academic

What do they HEAR? Type your paragraph...

> "This data is too technical and confusing."

"Economic freedom is abstract can you simplify it?"

> "We need more visuals in reports and presentations."



What do they DO?

working in government, institutions.

Type your paragraph...

Frustration with

outdated or

inaccessible data

sources.

and poor Inability to engage non-technical stakeholders.

visualization tools. Difficulty linking economic freedom to realworld impact.

Data overload

PAINS

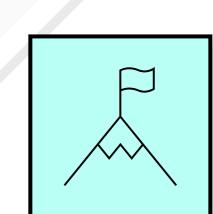
What do they THINK and FEEL?

GOAL

GAINS Type your paragraph...

 A visually rich dashboard showing economic freedom clearly. Ability to filter and compare countries easily.

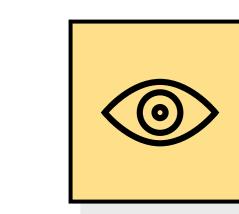
 More informed decision-making supported by strong visuals. Increased engagement from stakeholders through storytelling dashboards. What do they need to DO?



 Make informed decisions using economic freedom indicators. Create regionand country-based economic policies.

 Present data clearly to both experts and citizens.

 Advocate for policy reform using reliable visual data



What do they SEE?

Lengthy economic reports and spreadsheets. Unattractive PDFs or static graphs without interactivity.



What do they SAY?

What other thoughts and feelings might influence their behavior?

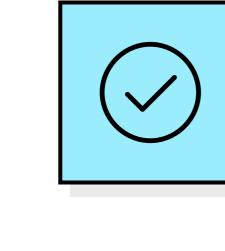
"I need to back up my claims with solid, credible data."

→ Leads them to seek verified and transparent sources, and to be cautious with tools they don't fully trust.

"This topic is too abstract without visuals."

→ Drives them to look for infographics, dashboards, and stories, not just spreadsheets.

 "We should compare economic freedom with GDP and development." "I wish there was a way to filter by region or pillar."



Collect economic and development data from global sources (e.g., Heritage Foundation, World Bank).

Analyze country-level indicators for policy reports or presentations.

 Prepare visual reports for internal meetings or external stakeholders.

