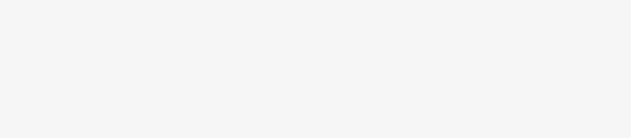


canvas

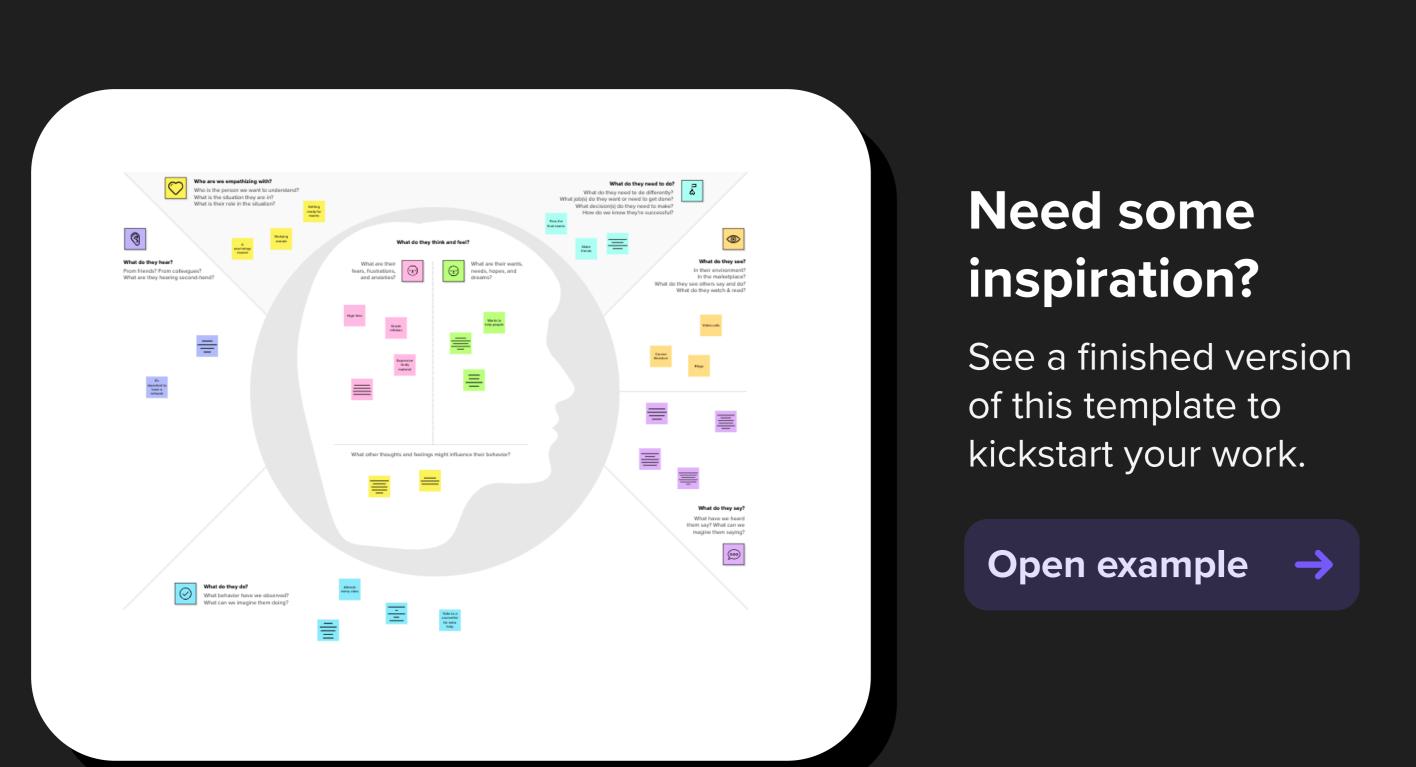
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





Share template feedback





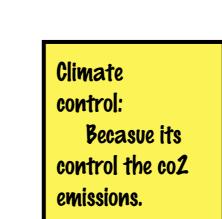
Develop shared understanding and empathy

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?

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

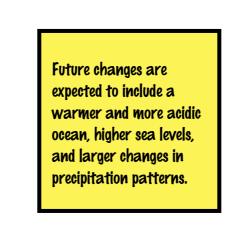


CO2 levels are the highest they've been in almost three million years.

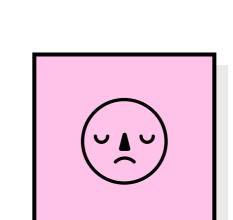
As the source of available carbon in the carbon cycle, atmospheric CO2 in the

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?

COZ is the chemical

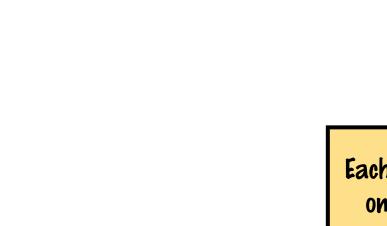


Pain:
1. Due to carbon cycle CO2 is produced which is very harmful.



GAINS

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



What do they need to DO?

What do they need to do differently?

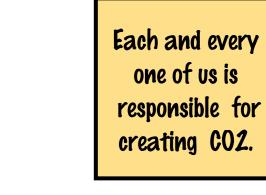
What decision(s) do they need to make?

How will we know they were successful?

What job(s) do they want or need to get done?

Greenhouse had emissions can be reduced by making power onsite with renewables and other climate friendly energy resources.

Reducing greenhouse gas emissions can improve air quanlity and save lives.

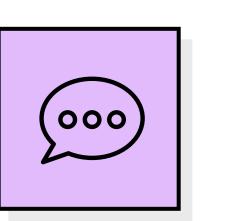




Sometimes its hard to believe what we can't see but that doesn't mean it isn't there.

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?



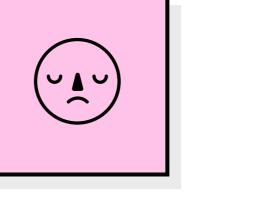


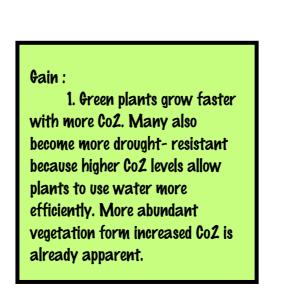
What do they THINK and FEEL?

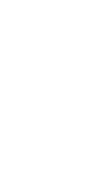
GOAL

PAINS

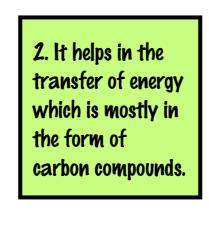
What are their fears, frustrations, and anxieties?

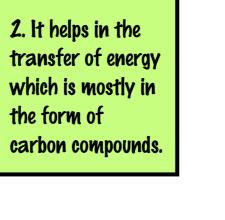


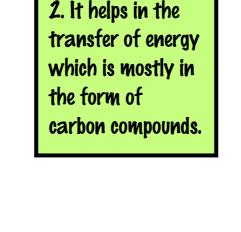


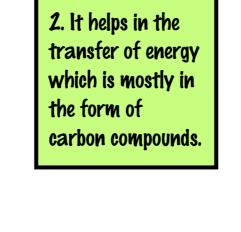


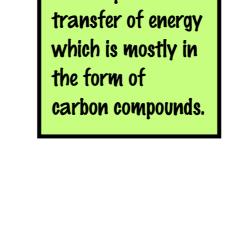


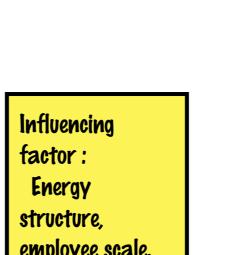




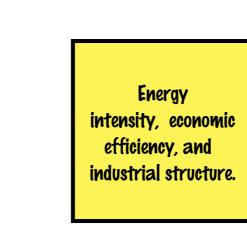




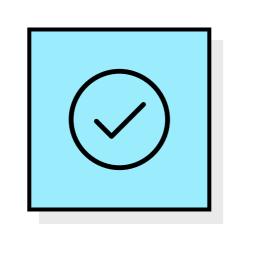




2. It increases the temperature of the Earth's atmosphere, it causes the global warming effect that has bad effects on the Earth.



What other thoughts and feelings might influence their behavior?



What do they DO?

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

