

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

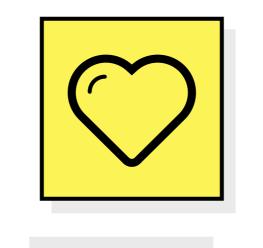






Develop shared understanding and empathy

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?



are looking for employment opportunities and want to track their

applications

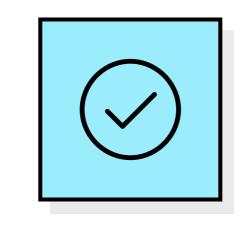
job seekers who

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?

> feedback from employers on their applications

> > advice from friends and family on job search strategies



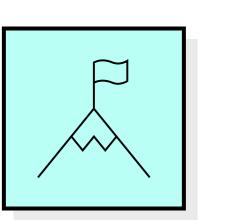
What do they DO?

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



GOAL

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?



What do they THINK and FEEL?

GAINS

overwhelmed

by the

number of

applications

to manage

excitment and

hope for new

job

opportunities

What are their wants,

needs, hopes, and dreams?

What are their fears, frustrations, and anxieties?

PAINS

aniety and stress about finding the right job and standing out amoung other applicants

> frustration with the job search process and the amount of time it takes

What other thoughts and feelings might influence their behavior?

they may share their joob search experiance with family and

friends

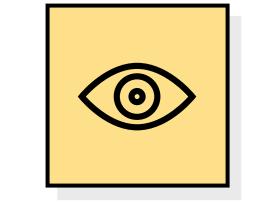
they may seek advice on how to improve their job applications

they need to keep track of the various job applications they have submitted and their progress

What do they need to DO?

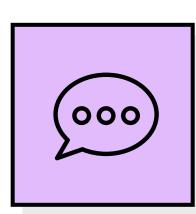
various stages of the application process

a large number of applications to keep track



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?



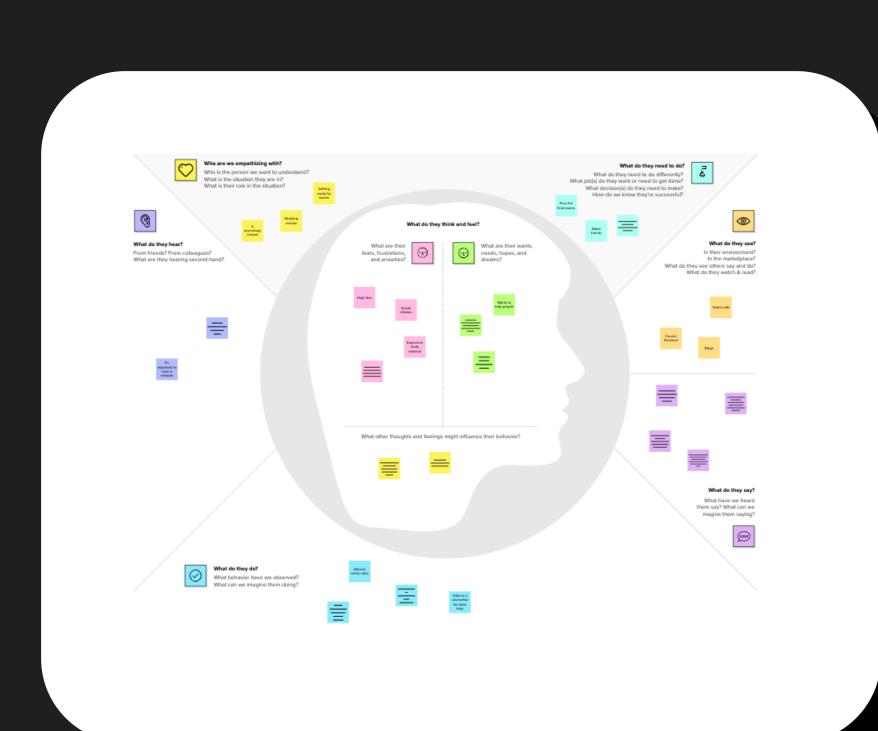
What do they SAY?

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

they may share their job search experience with friends and family

they may check their application status frequntly and reach out to employers for updates

they may seek advice on how to improve their job applications



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





