

## canvas

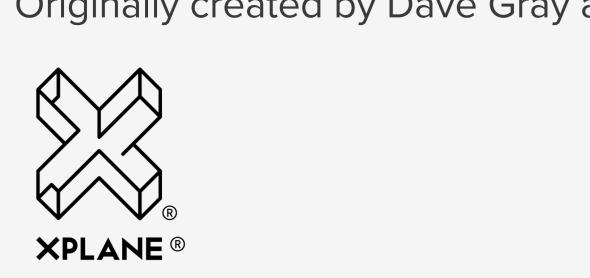
Use this framework to empathize with a customer, user, or any person who assumptions to gain more empathy

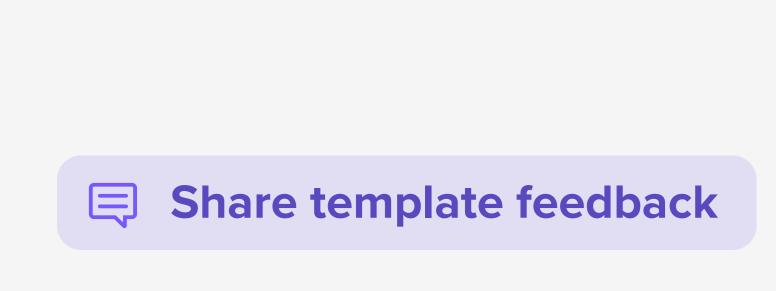
Originally created by Dave Gray at

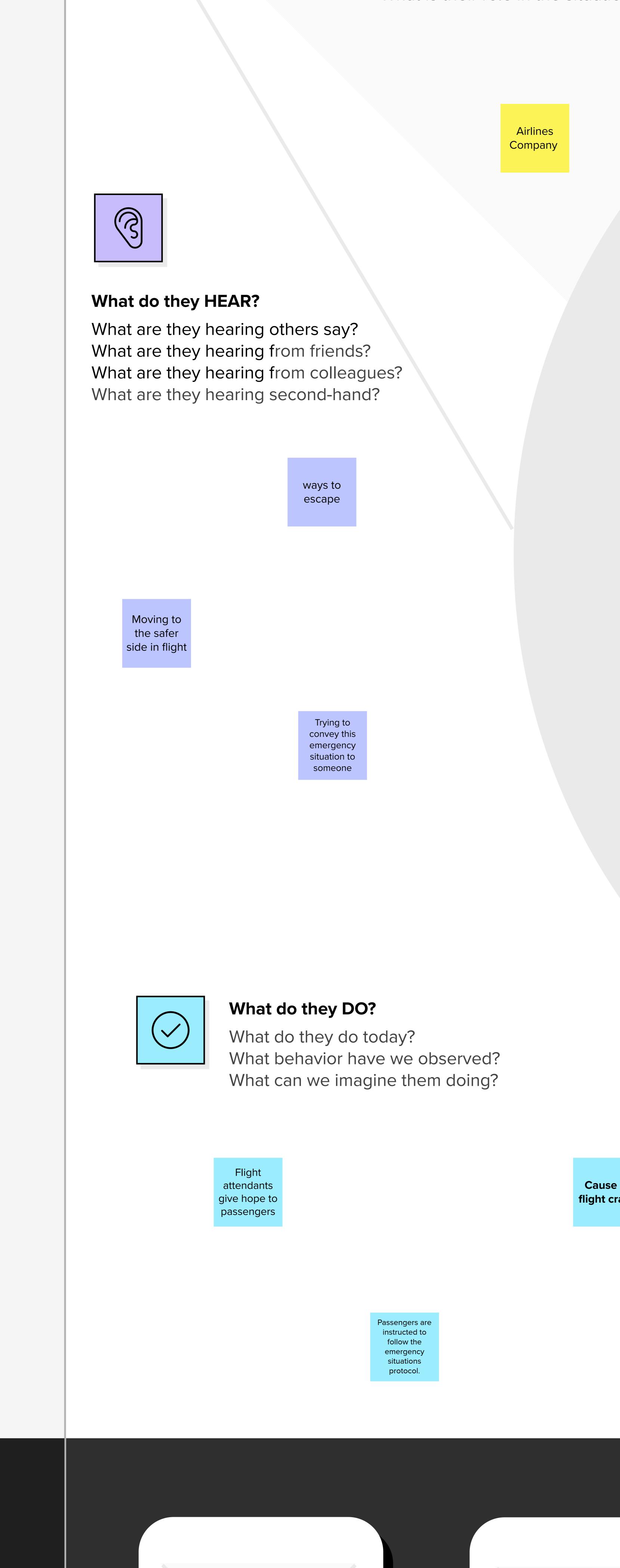


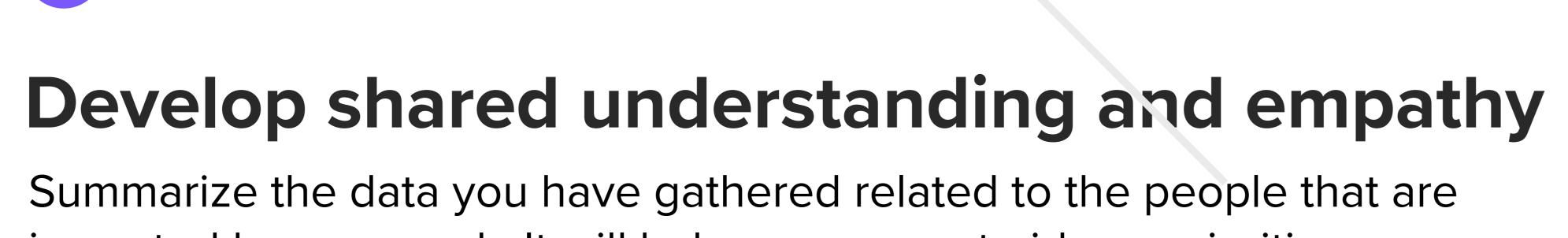
## impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

is affected by a team's work. Document and discuss your observations and note your for the people you serve.



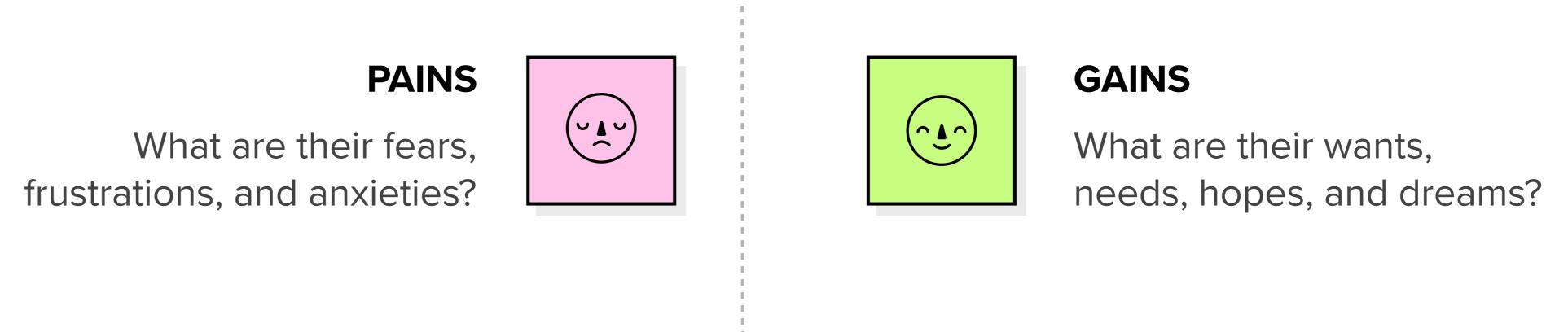


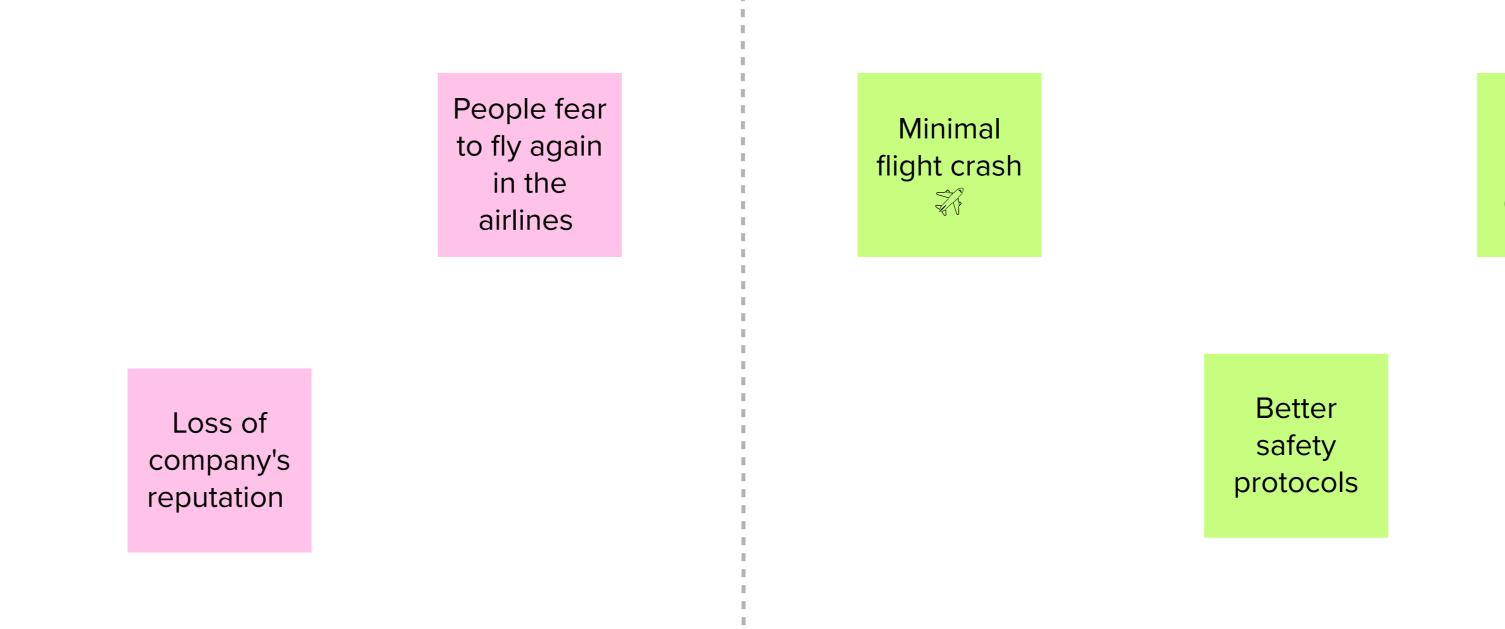


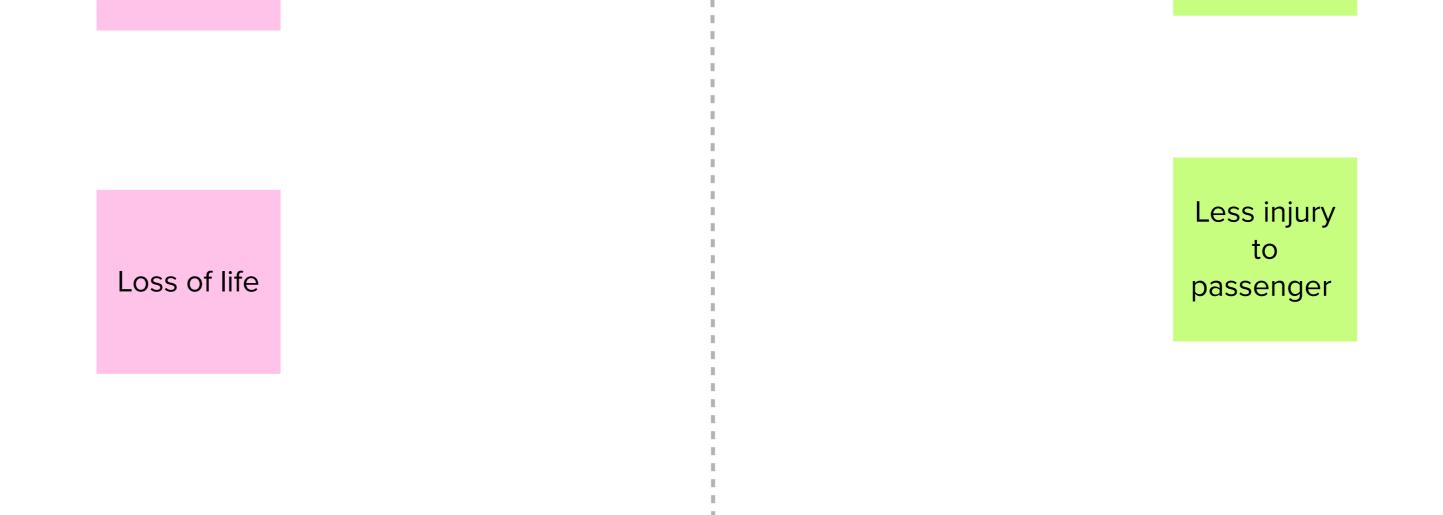


What do they need to DO? What do they need to do differently? WHO are we empathizing with? What job(s) do they want or need to get done? Who is the person we want to understand? What decision(s) do they need to make? What is the situation they are in? How will we know they were successful? What is their role in the situation?

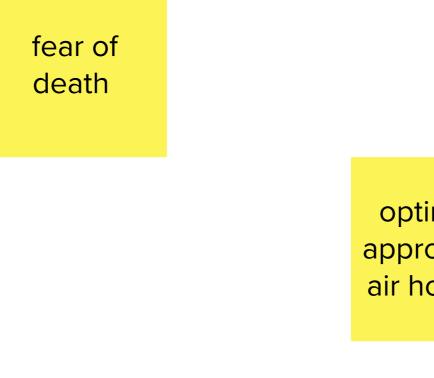
> GOAL What do they THINK and FEEL?







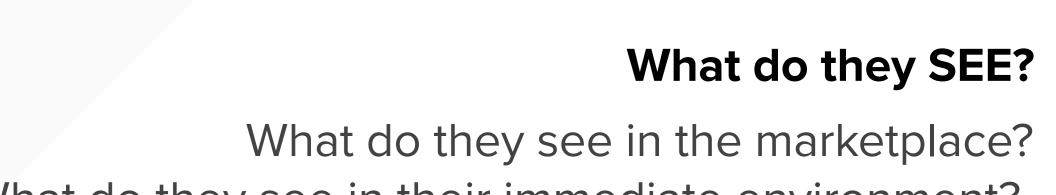
What other thoughts and feelings might influence their behavior?











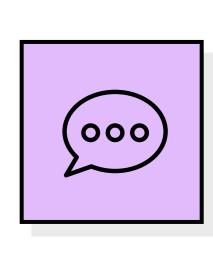
What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?





(I)





## What do they SAY?

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



