

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

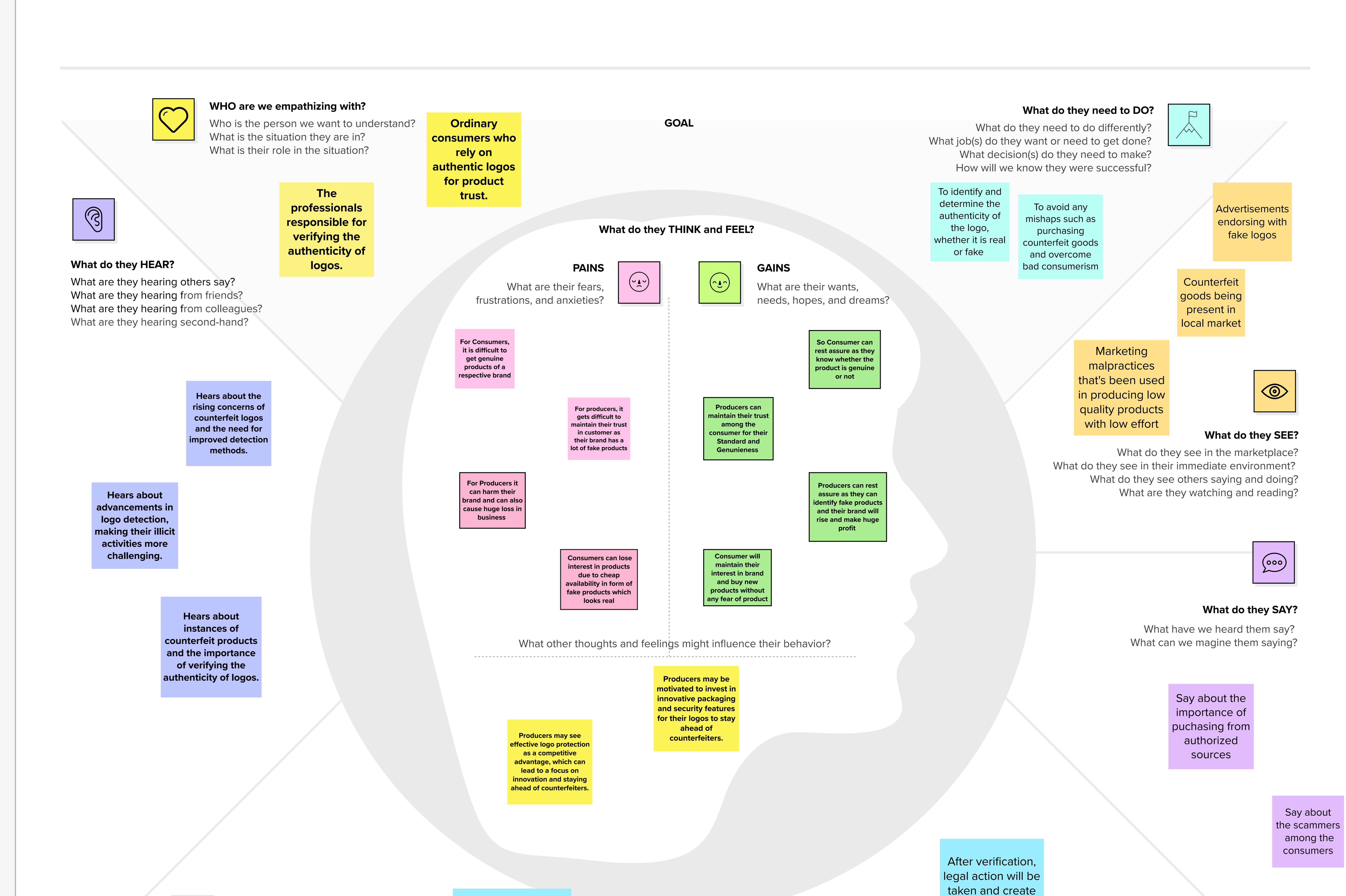


Share template feedback



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.



Machine learning

models are employed

to continuously

mprove the accuracy

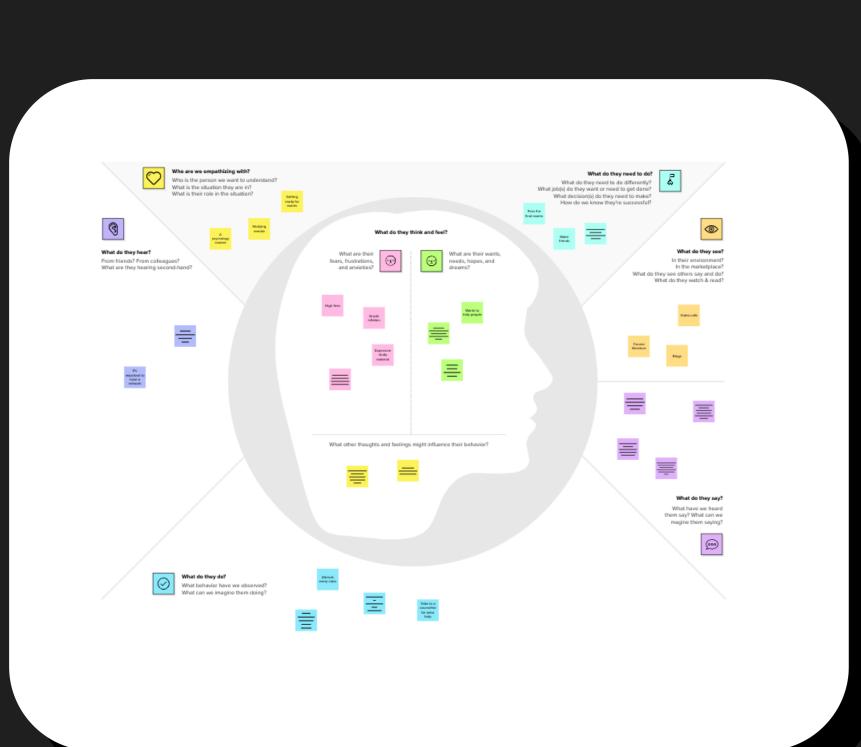
of detection by

learning from a

dataset

awareness among

the consumers



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





What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?



when the technology

identifies a logo that may

be fake or altered, it

generates an alter or

notification to inform

relevant parties.