

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

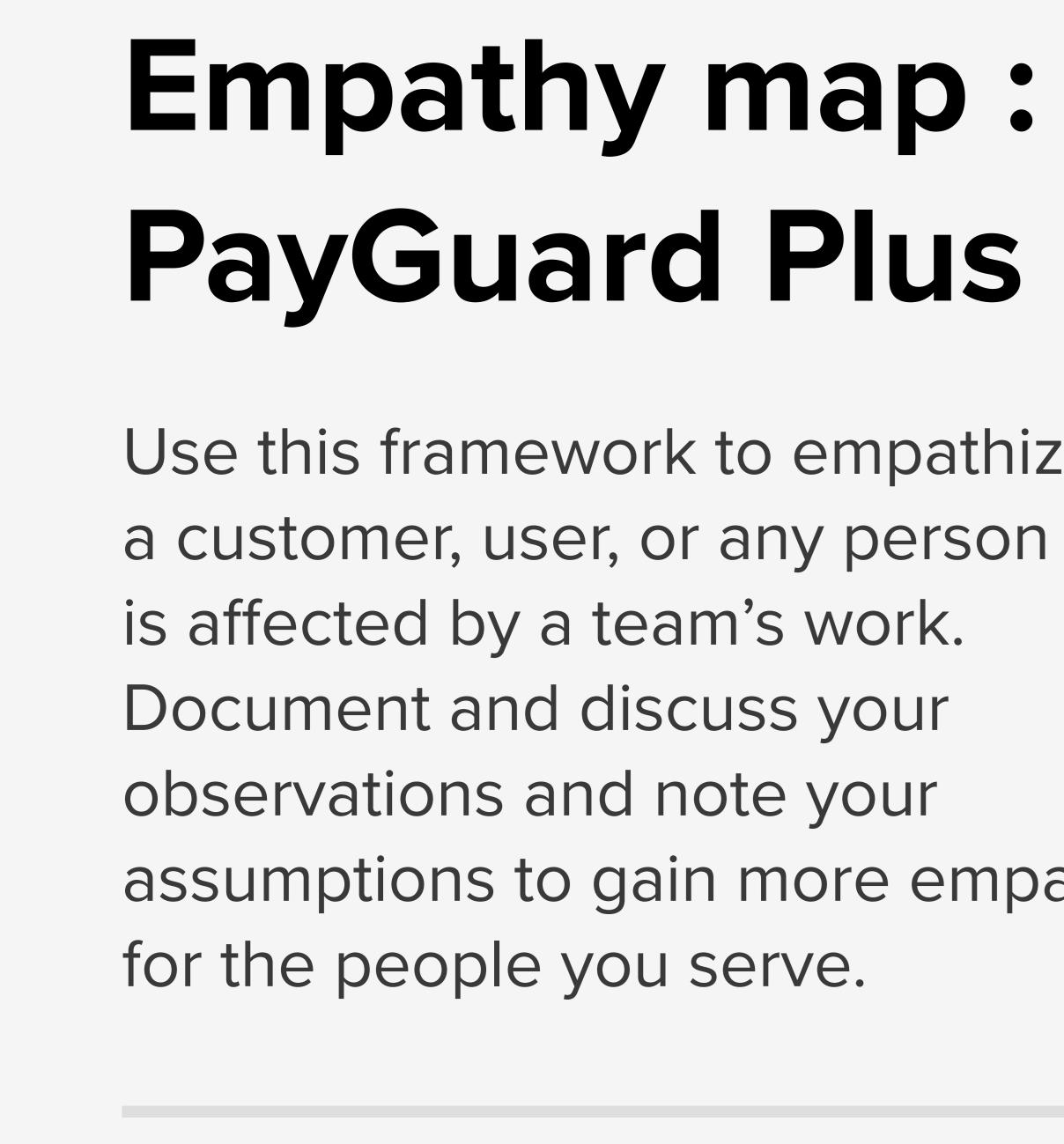
Originally created by Dave Gray at



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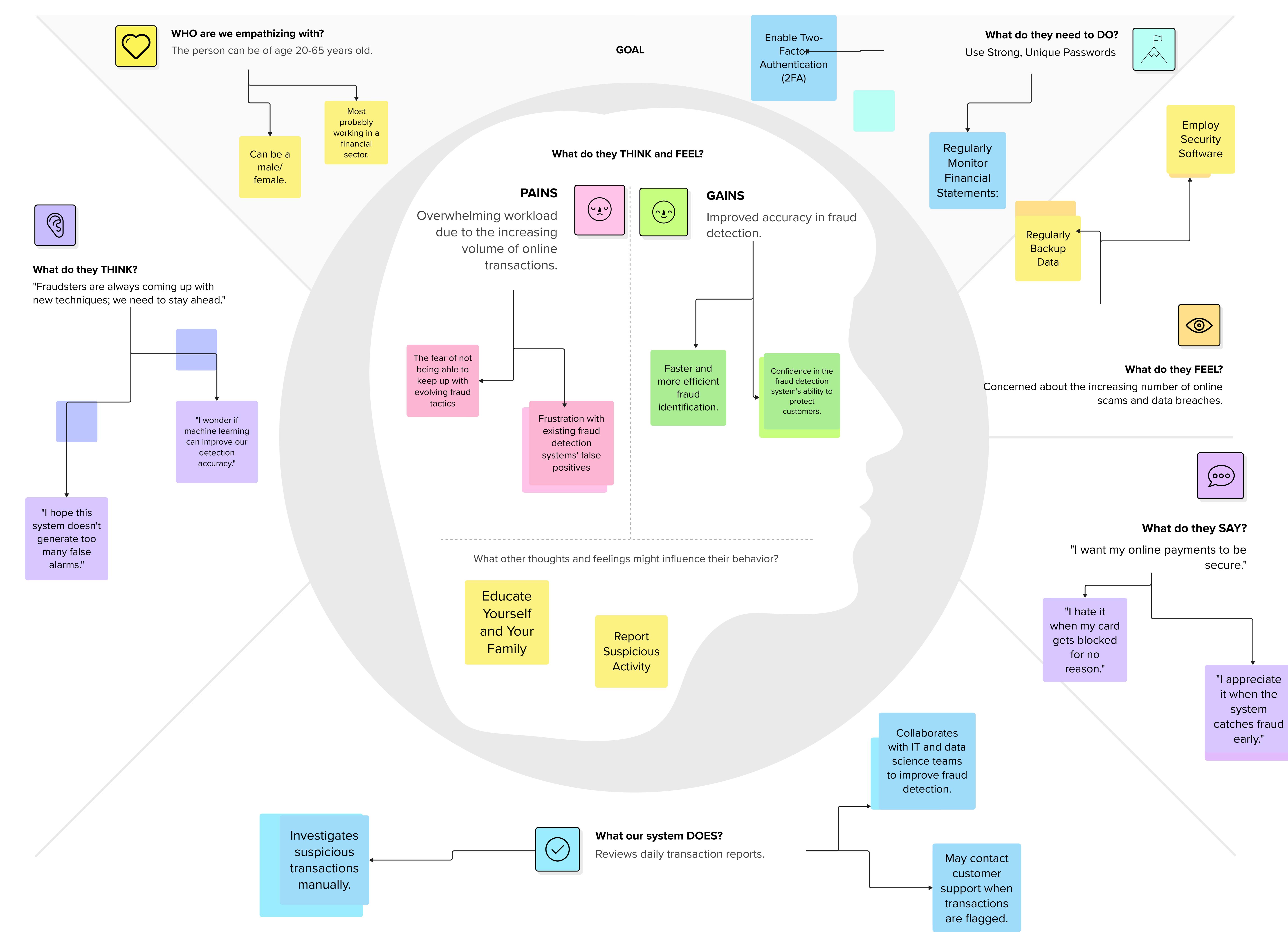
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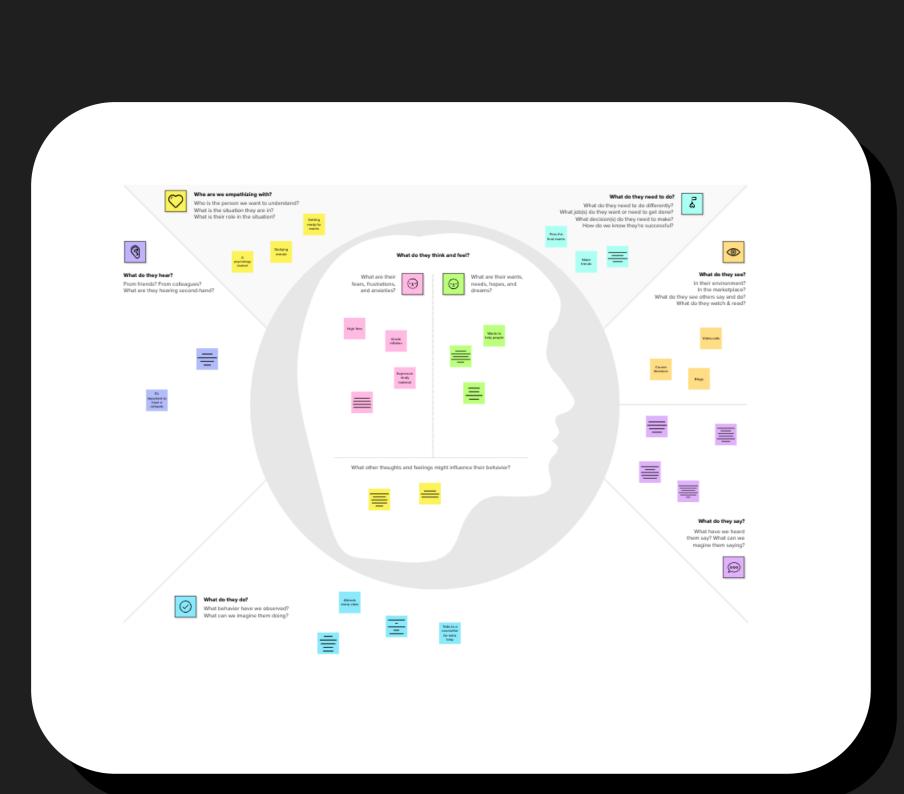


impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions. WHO are we empathizing with? The person can be of age 20-65 years old. Most probably working in a financial Can be a sector. female. What do they THINK? "Fraudsters are always coming up with new techniques; we need to stay ahead." keep up with tactics "I wonder if machine learning can improve our detection accuracy." "I hope this system doesn't

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are





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



