

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.

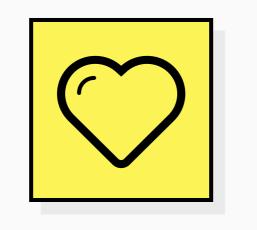
Originally created by Dave Gray at





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.



What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

Farmers: Rumors

about upcoming

weather from

neighbors or

community. Official

weather bulletins.

Local Authorities:

Feedback from

the public, reports

from ground staff,

expert advice.

General Public:

News, word of

mouth, official

weather

forecasts.

What are they hearing from colleagues?

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?

> Farmers: Directly affected by rainfall predictions for their crops.

General Public: know the

personal

planning.

decisions related to flood management, dam control, etc.

Local Authorities:

Need to make

Might want to forecast for

GOAL

What do they need to DO?

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?

Adjust farming practices based on predicted

Local Authorities: advisories based

General Public: Alter daily plans and take precautionary measures based on weather predictions.

General Public:

Witnessing local

weather patterns,

watching weather

forecasts on TV or

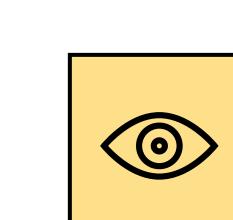
online.

Local **Authorities**: Monitoring local infrastructure,

water levels, and public areas.

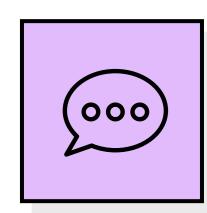
Observing their own crops, local environment, and water sources.

Farmers:



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?

Farmers: Discuss weather with neighbors, take protective measures based on forecasts.

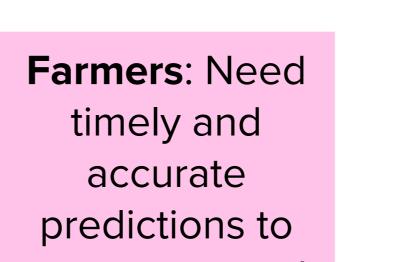
Local Authorities: Issue public warnings, coordinate with teams for infrastructure protection.

General Public: Share personal observations on social media, make plans based on forecasts.

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



accurate predictions to save crops and livestock.

Local **Authorities**: Need accurate data to manage public safety.

General Public: Want reliable forecasts to plan activities.



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

GAINS

Farmers: Better crop reduced losses.

Local Authorities: Effective management of water resources, reduced flood damage.

General Public: Trust in weather predictions, better personal planning.

What other thoughts and feelings might influence their behavior?

for accurate predictions to avoid crop damage. Worried about unexpected heavy rainfall or drought.

Local Authorities: Concerned about public safety and managing water resources effectively.

General Public: Curious about the weather, hoping for reliability in predictions.

What do they DO?

Farmers: Discuss weather with neighbors, take protective measures based on forecasts.

Local Authorities: Issue public warnings, coordinate with teams for infrastructure

protection.

General Public: Share personal observations on social media, make plans based on forecasts.

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