


Empathy Map Canvas

Template



Empathy map 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 Steve Gray at IDEANZ

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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?

GOAL

What do they need to DO?

What do they HEAR?

- Users may hear about the predictive model on the flood prediction system and how it contributes to minimizing the impact of floods.
- Authorities may receive feedback on the system's performance and its contribution to better disaster management.
- Emergency response teams hear alerts and notifications, guiding them in the appropriate actions to take during potential flood situations.

What do they THINK and FEEL?

PAINS

- Users:**
 - Fear of inaccurate predictions leading to false sense of security.
 - Concerns about the privacy and security of the historical weather data they provide.
- Authorities:**
 - Fear of making a system that might have to be updated or replaced, leading to inefficient emergency response.
 - Anxiety about the public's reaction if the system fails to provide accurate predictions.

GOALS

- Users:**
 - To interact with a complex or unobvious interface to requesting historical weather data.
 - An overview of the system requires constant updates or input without providing clear benefits.
- Authorities:**
 - To monitor with the system if it does not integrate well with existing emergency response processes.
 - To ensure that the system is not misused, causing delays in receiving crucial information.

What do they DO?

- Users browse historical weather data accurately and regularly to ensure the model's accuracy.
- Authorities analyze and interpret flood predictions, formulate response plans, and allocate resources accordingly.
- Emergency response teams follow predefined protocols and take necessary actions based on the alerts received.


What do they SEE?

- Users see a user-friendly interface for inputting historical weather data into the machine learning model.
- Authorities see a comprehensive dashboard displaying real-time flood predictions, historical data, and relevant information.
- Emergency response teams see immediate alerts, maps, and suggested actions in case of a potential flood.

What do they SAY?

- Users may provide feedback on the ease of use or the data input interface.
- Authorities can discuss and coordinate emergency response strategies based on the predictions.
- Emergency response teams communicate and coordinate actions based on the information provided by the system.


Users, authorities, and emergency response teams are likely to engage more actively if they trust the accuracy and reliability of the flood prediction system. Building trust involves consistent and accurate predictions over time, transparent communication about the system's capabilities and limitations, and addressing any concerns promptly.





Need some inspiration?

Use the ideas below as a starting point to get started.


[Open example](#)







Ideation and brain storming



Brainstorm & idea prioritization

Brainstorm ideas and prioritize them based on their potential impact and effort. Use the provided template to document your ideas and rank them based on their priority.

PROBLEM

Use this template to document your problem statement and define the problem you are trying to solve. The problem statement should be clear, concise, and specific. It should describe the current state of affairs, the problem you are trying to solve, and the desired outcome.

Brainstorm

Use this template to brainstorm ideas and prioritize them based on their potential impact and effort. The brainstorming process involves generating a large number of ideas, which are then ranked based on their priority. The priority ranking is based on the potential impact of the idea and the effort required to implement it.

Group ideas


Use this template to group ideas and prioritize them based on their potential impact and effort. The grouping process involves identifying common themes and patterns among the ideas, which are then ranked based on their priority. The priority ranking is based on the potential impact of the idea and the effort required to implement it.

Problem


Use this template to define the problem you are trying to solve. The problem statement should be clear, concise, and specific. It should describe the current state of affairs, the problem you are trying to solve, and the desired outcome.

Priority


Use this template to rank ideas based on their potential impact and effort. The priority ranking is based on the potential impact of the idea and the effort required to implement it.




Brainstorm & idea prioritization



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