

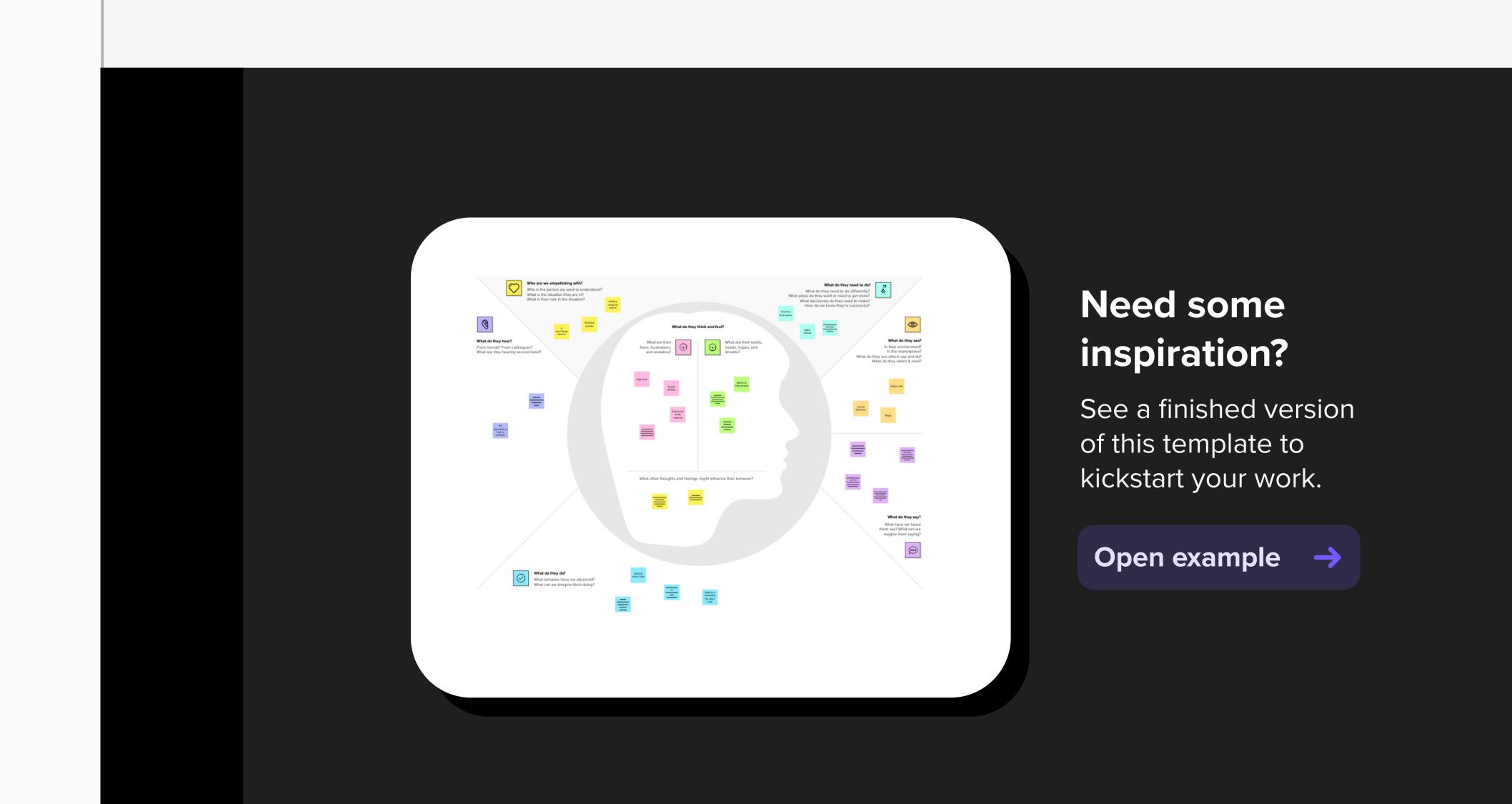
Empai canva

Use this fra a customer, is affected k Document a observations assumptions to (for the people you

Originally created by Dave Gray at



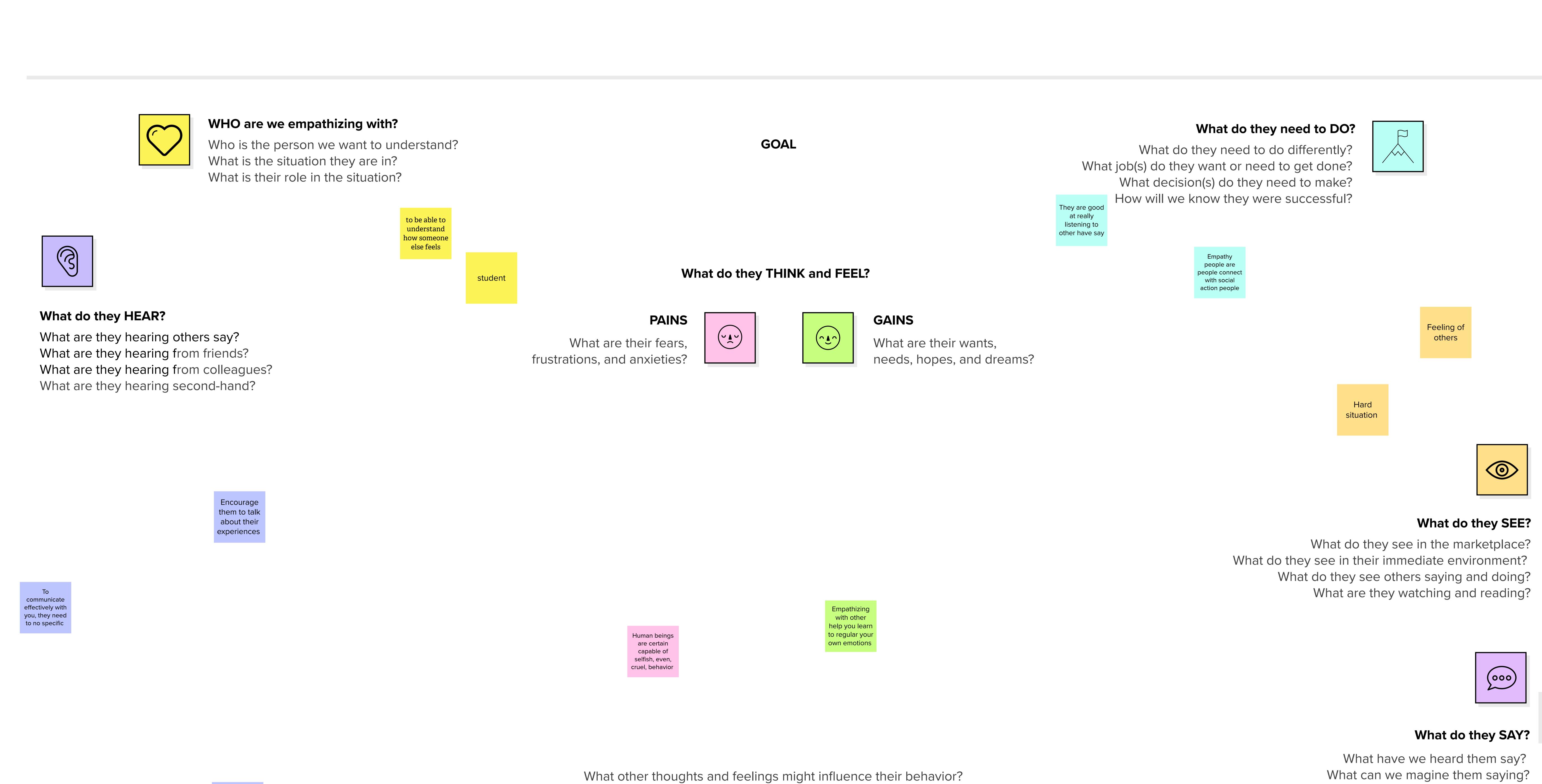
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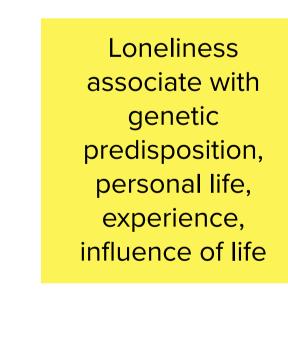


Develop shared understanding and empathy

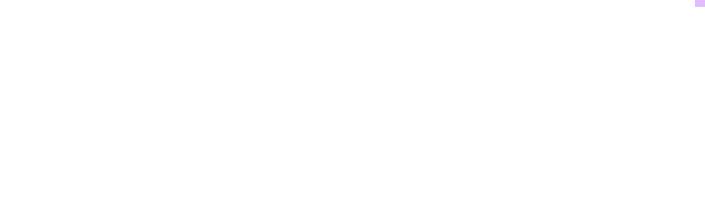
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



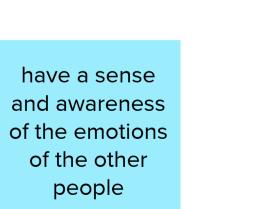
What other thoughts and feelings might influence their behavior?





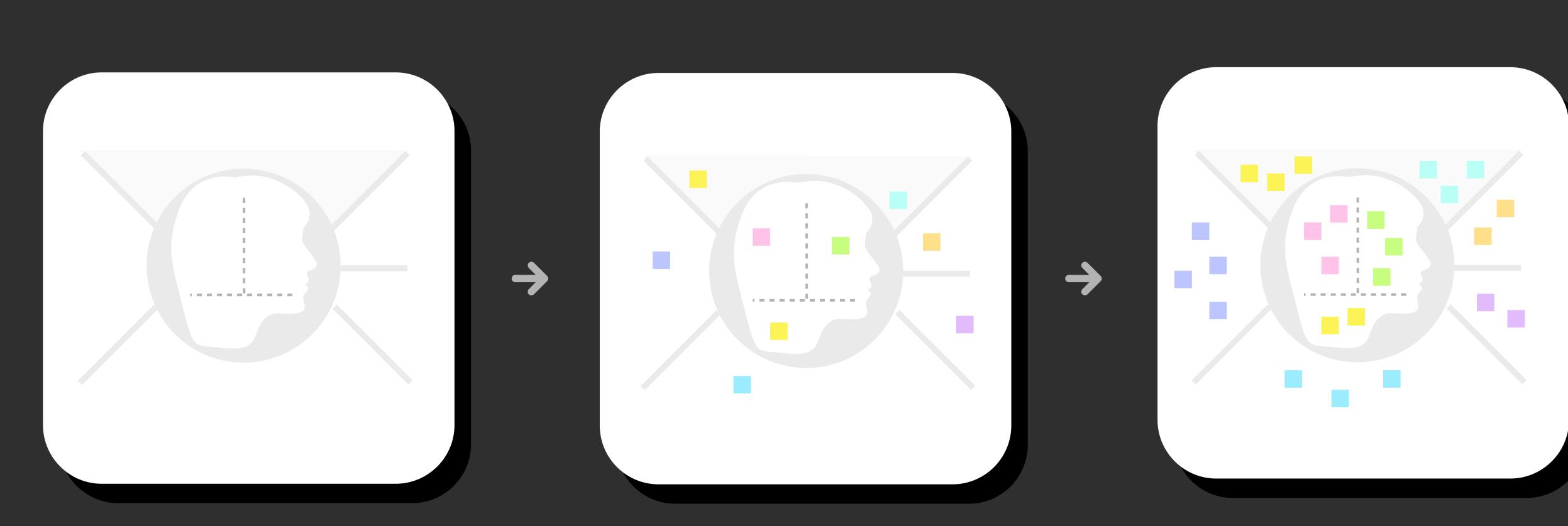












What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

