

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



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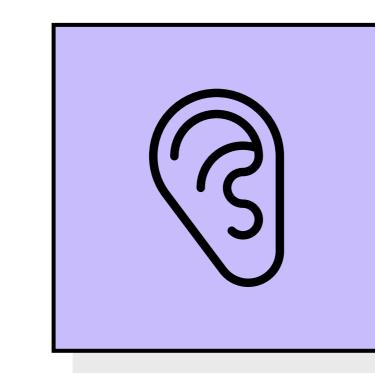


Develop shared understanding and empathy

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.

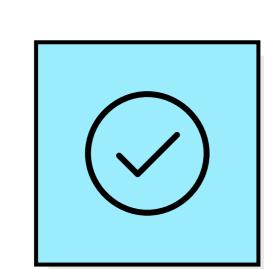
WHO are we empathizing with?

- Citizens living in urban environments
- People seeking sustainable living solutions



What do they HEAR?

- Friends complain about waste management
- Influencers talk about 'green cities'
- City updates or campaigns through social media
- Peers sharing environmental news and solutions



What do they DO?

- Sometimes recycle
- Search online for city comparisons
- or eco-friendly practices
- Use apps for pollution info or public data
- Share images on social media about
- sustainability

GOAL

- · To empower citizens with actionable, easy-to-understand
- tools that promote sustainable behavior using: Recycle Management
- Image Generation
- City Comparison via RAG
- Problem-Solution Finder via RAG
- City Health Dashboard

What do they THINK and FEEL?

PAINS

Overwhelmed by

frustrations, and anxieties?

information

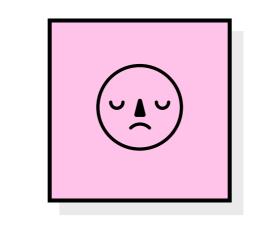
pollution

Confused by

inconsistent rules

Worried about

health impacts of



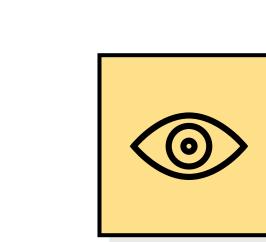
needs, hopes, and dreams?



- Want to make informed decisions
- Hope to live in a cleaner city

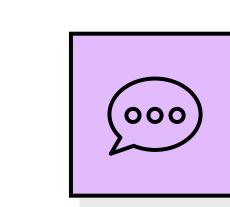
What do they need to DO?

- Learn how to dispose of waste responsibly
- Compare cities for awareness or travel
- Understand the root of urban problems
- See visual summaries of city health data
- Use Al tools to get simplified answer



What do they SEE?

- "I don't know how to dispose of this item
- properly." "I wish I could understand which city is
- performing better."
- "Why does my city have so many environmental issues?"
- "A visual would help me understand the data."

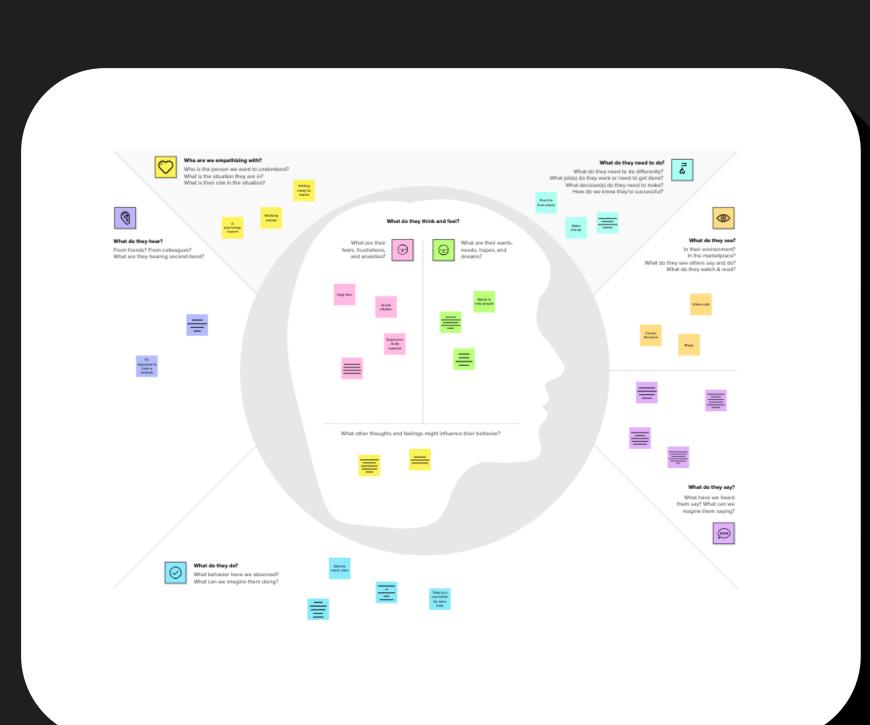


What do they SAY?

- "I don't know how to dispose of this item properly."
- understand which city is performing better."

- "I wish I could

- "Why does my city have so many environmental issues?"
- "A visual would help me understand the data."



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



