

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

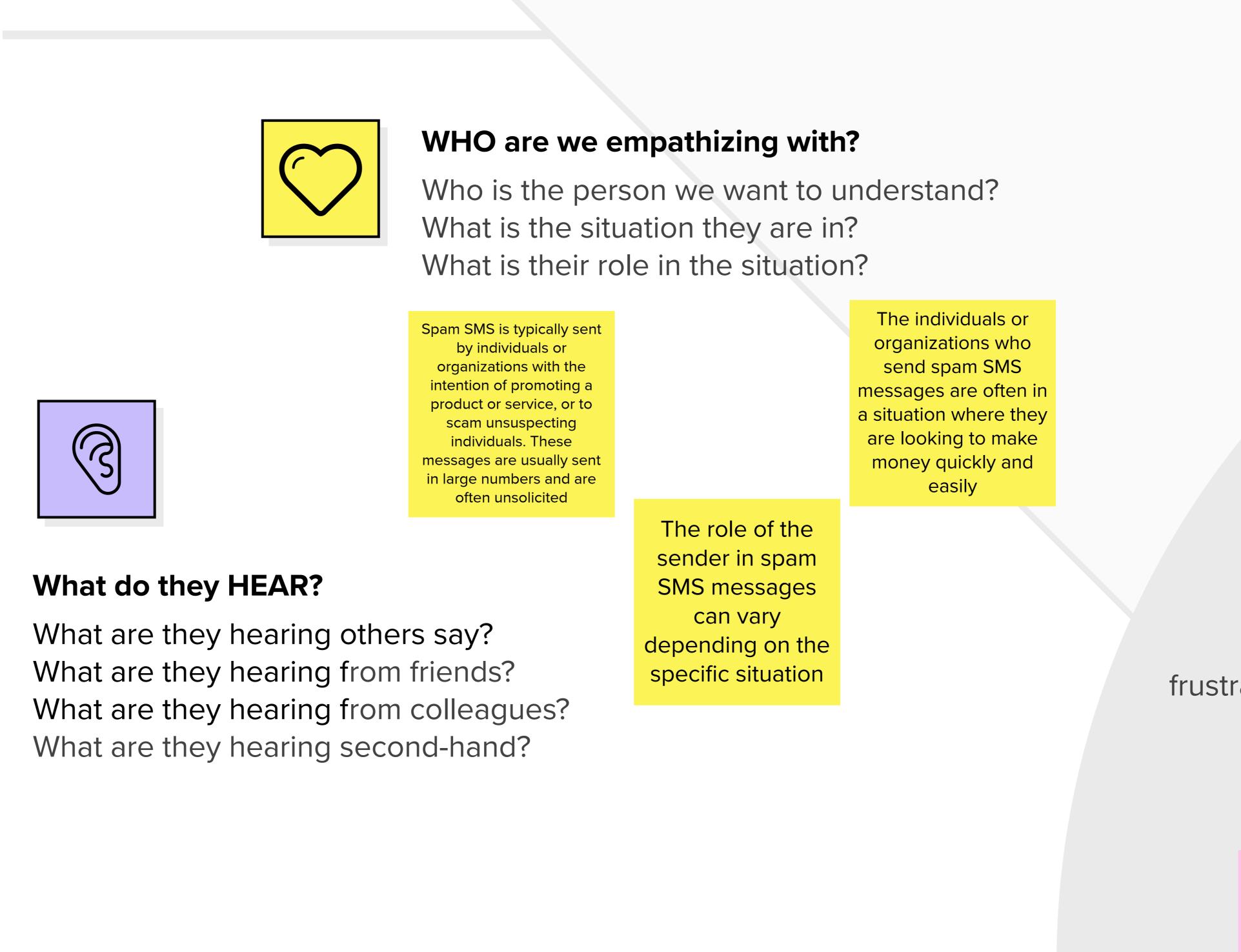


Share template feedback



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.



important to be cautious

and not engage with

spam SMS messages or

provide any personal

information. Many

mobile service providers

offer tools to block or

filter spam messages,

If someone is receiving spam SMS messages that appear to be from their

colleagues, it's possible that their colleague's phone has been compromised, and the spam messages are being sent without their

the messages may

not be spam at all but

could be genuine

messages from

friends that have

been misunderstood

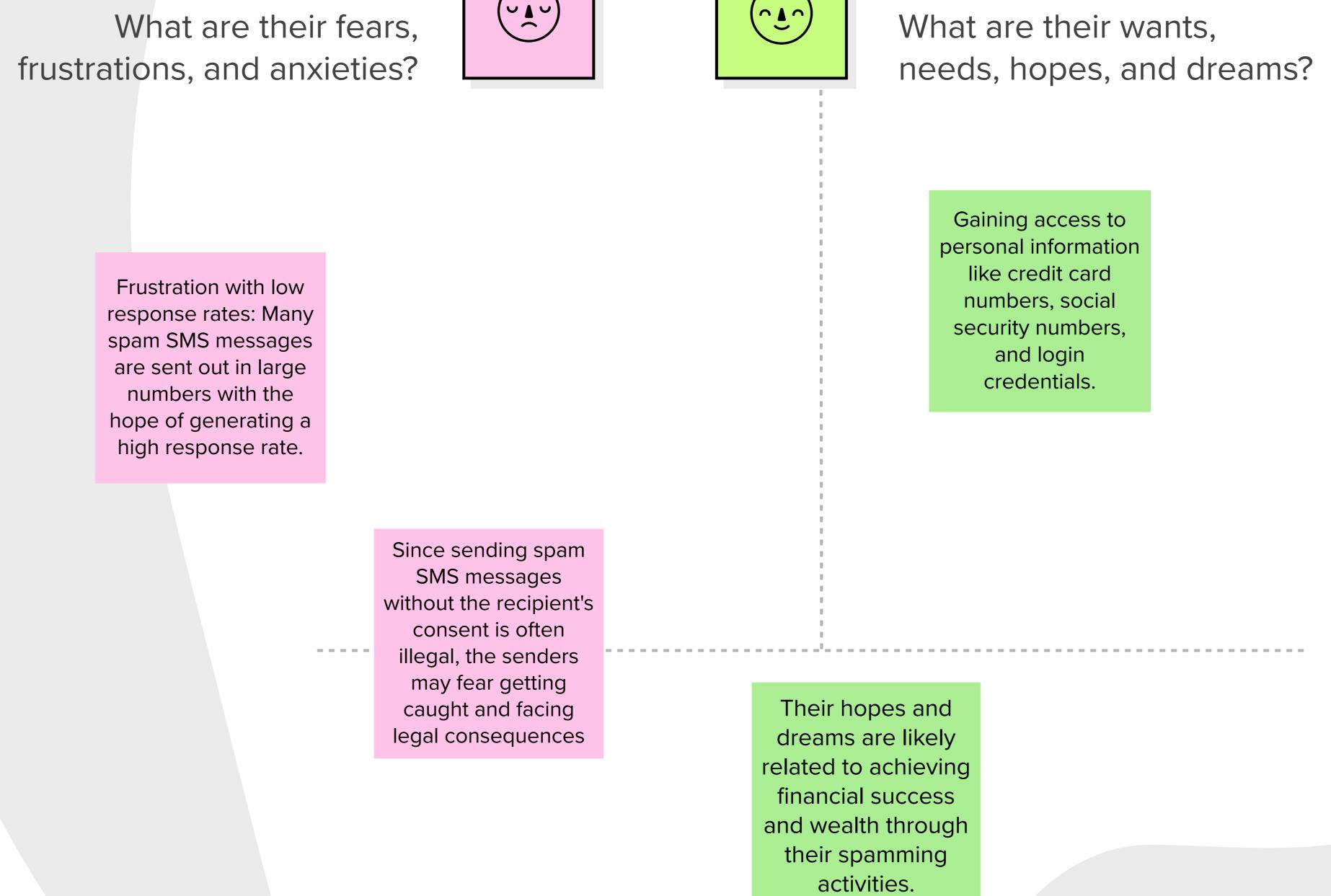
or misinterpreted.

It's not clear what

is meant by

"hearing second-

hand" in the



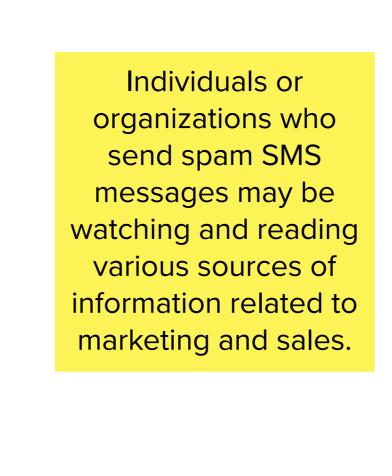
GOAL

What do they THINK and FEEL?

GAINS

PAINS

What other thoughts and feelings might influence their behavior?



They may also be watching and reading news and other media related to their industry or niche, looking for trends or opportunities to capitalize on.

Spam refers to unsolicited and

unwanted messages

sent in bulk, typically

through email or

messaging platforms.

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?

SMS marketing campaigns should only be sent to people who have explicitly given their consent to receive

How will we know they were successful?

Many spam SMS messages are sent with the intention Many spam SMS messages are sent with the intention of advertising a particular product

such messages.

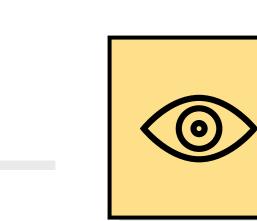
The first

message is spam or not.

phishing scams or identity theft, and may view this as an opportunity to If you are not profit or gain an receiving any more spam messages
after taking action,
it is a good sign
that your efforts
were successful.

Some spammers may also see their immediate environment as a place to evade detection or law

the marketplace as a place where they can take advantage of unsuspecting a profit through fraudulent schemes



enforcement

This may include

blogs, forums,

social media

groups, and other

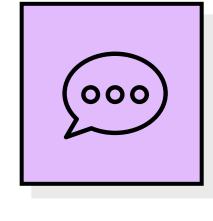
online resources

related to marketing

and sales tactics

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?

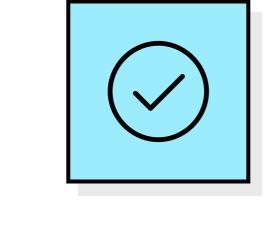


What do they SAY?

What have we heard them say? What can we magine them saying?

> These messages may advertise everything from weight loss supplements to free vacations to financial services.

> > "Congratulations! You've been selected to receive a free vacation to Hawaii! Click the link to claim your

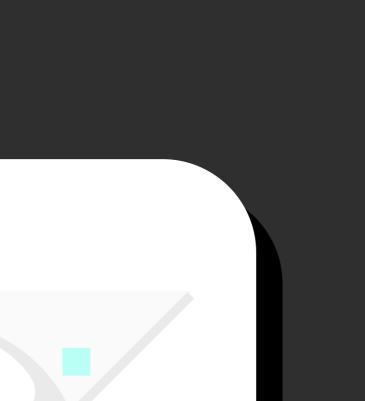


What do they DO?

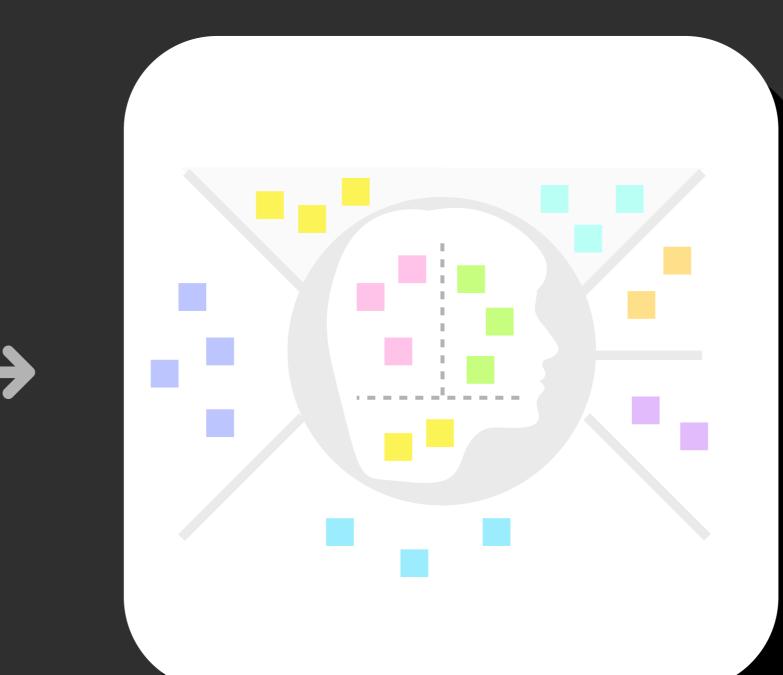
What do they do today? What behavior have we observed? What can we imagine them doing?

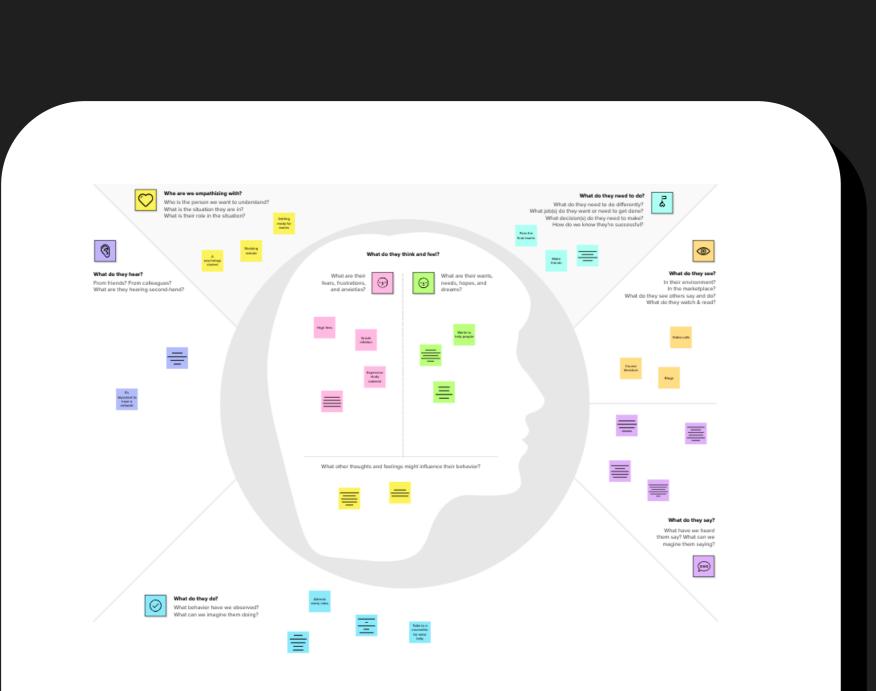


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Need some inspiration? See a finished version of this template to kickstart your work.