

Empathy map canvas

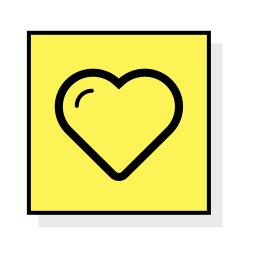
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.





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?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

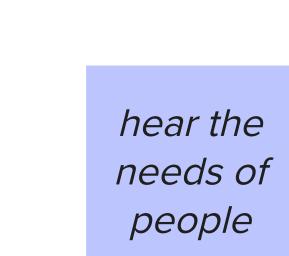






What do they HEAR?

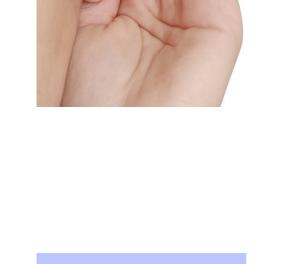
What are they hearing others say? What are they hearing from colleagues?

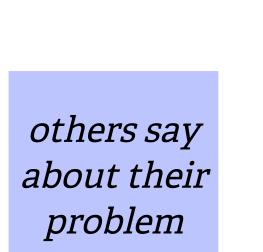


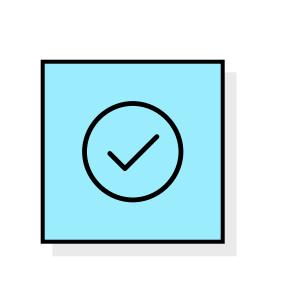




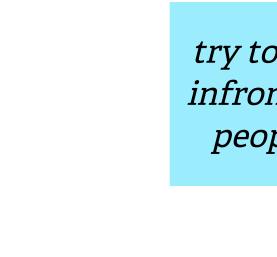












PAINS

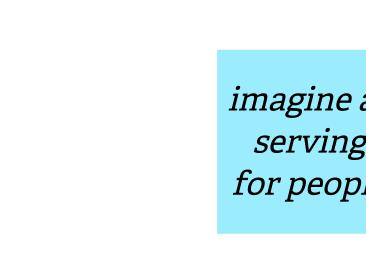
What are their fears,

frustrations, and anxieties?









What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

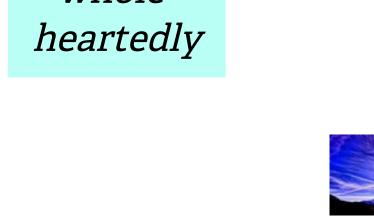
What are their wants,

What do they need to DO?

ANALYSIS OF CANDIDATES OF 2019 LOK SABHA ELECTION What decision(s) do they need to make? How will we know they were successful?









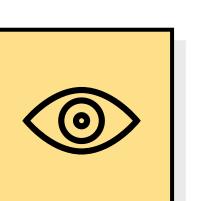






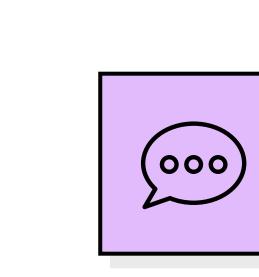






What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What are they watching and reading?



What do they SAY?

