

## **Ideation Phase**

### **Empathize & Discover**

#### **Empathy Map Canvas:**

An Empathy Map Canvas is a visual tool used in design thinking and user experience research to better understand users' emotions, thoughts, behaviors, and needs. It helps teams develop deeper insights into their target audience by organizing information into specific categories. Typically, an empathy map consists of four quadrants—Says, Thinks, Feels, and Does—which help identify what a user expresses verbally, their internal thoughts, emotions, and actions. By analyzing these aspects, businesses and designers can create products, services, or experiences that align more closely with user expectations. Empathy maps are commonly used in UX design, product development, and marketing strategies to ensure user-centered solutions.

#### **Example:**



## 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 Dave Gray et al.



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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.

