

Empathize & Discover

Empathy Map Canvas:

It is a useful tool to helps teams better understand their users.

Template

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.

Share template feedback

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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.

The Empathy map canvas is a framework for understanding a user's experience. It is structured around a central profile of a person's head, with various sections for gathering and organizing data.

Central Profile:

- THINK AND FEEL:**
 - THINK:** What are their fears, frustrations, and anxieties? (Icon: Brain)
 - FEEL:** What are their wants, needs, hopes, and dreams? (Icon: Heart)
- GOALS:** What do they need to do differently? (Icon: Target)
- WHAT DO THEY SAY?** What have we heard them say? What can we imagine them saying? (Icon: Speech bubble)
- WHAT DO THEY DO?** What do they do today? What behavior have we observed? What can we imagine them doing? (Icon: Checkmark)
- 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? (Icon: Heart)
- FEEL LIKE THE PRODUCT IS PART OF THEIR LIFESTYLE:** (Icon: Heart)
- SEE REAL-WORLD USAGE BEFORE MAKING A DECISION:** (Icon: Heart)
- PRODUCTS PLACED IN POPULAR CONTENT (SHOWS, INFLUENCERS' POSTS, REELS):** (Icon: Eye)
- 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? (Icon: Eye)
- TOO MANY CHOICES, I DON'T KNOW WHAT TO BUY:** (Icon: Heart)
- "I DON'T TRUST TRADITIONAL ADS":** (Icon: Heart)
- SEEKS CONVENIENCE AND VALUE:** (Icon: Heart)
- SCROLLS SOCIAL MEDIA DAILY, SKIPS TRADITIONAL ADS:** (Icon: Heart)
- SEARCHES FOR REVIEWS BEFORE BUYING:** (Icon: Heart)
- I BOUGHT IT BECAUSE IT POPPED UP SO MANY TIMES:** (Icon: Heart)
- IT LOOKED GOOD IN THAT POST/MOVIE:** (Icon: Heart)
- INFLUENCERS CASUALLY MENTIONING A PRODUCT IN A STORY:** (Icon: Heart)
- FRIENDS SAYING "I SAW THIS TRENDING ON INSTAGRAM":** (Icon: Heart)
- A SHOPPER OVERHELMED WITH OPTIONS BOTH ONLINE AND OFFLINE:** (Icon: Heart)
- A CONSUMER FREQUENTLY EXPOSED TO ADS BUT IGNORES MOST OF THEM:** (Icon: Heart)

Need some inspiration?

See a full-sized version of this template to inspire your work.

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