

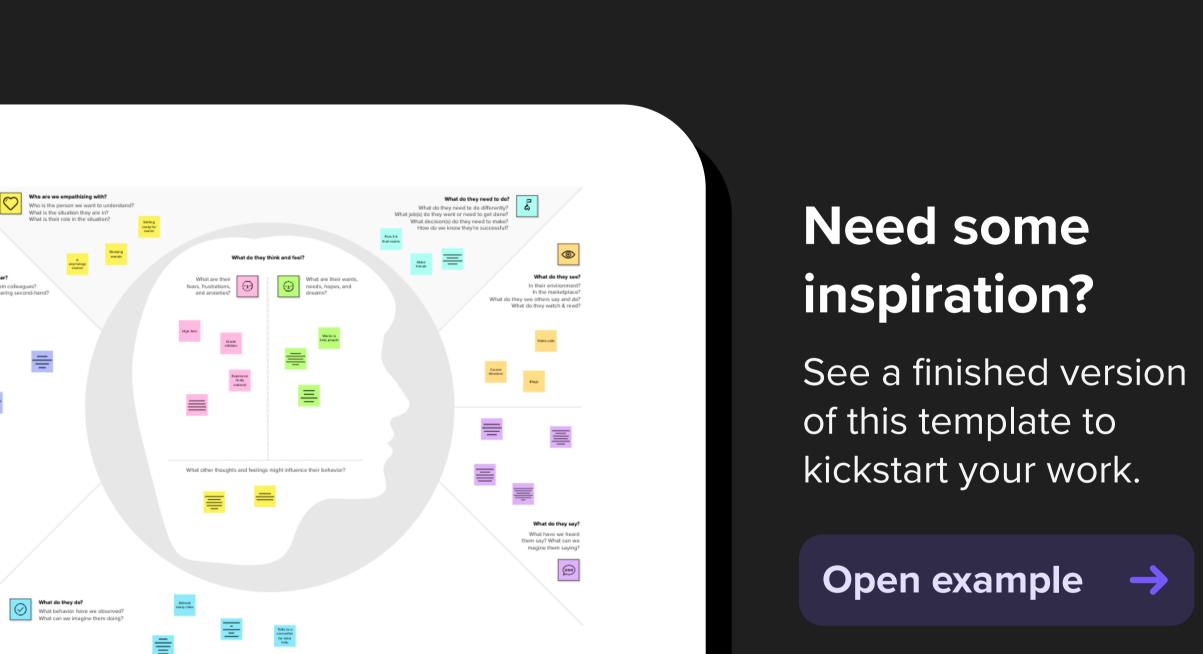
Empathy map canvas

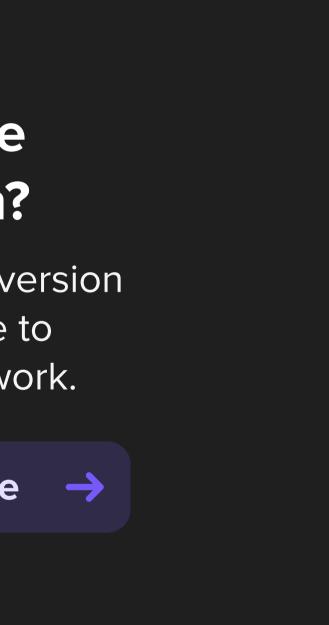
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

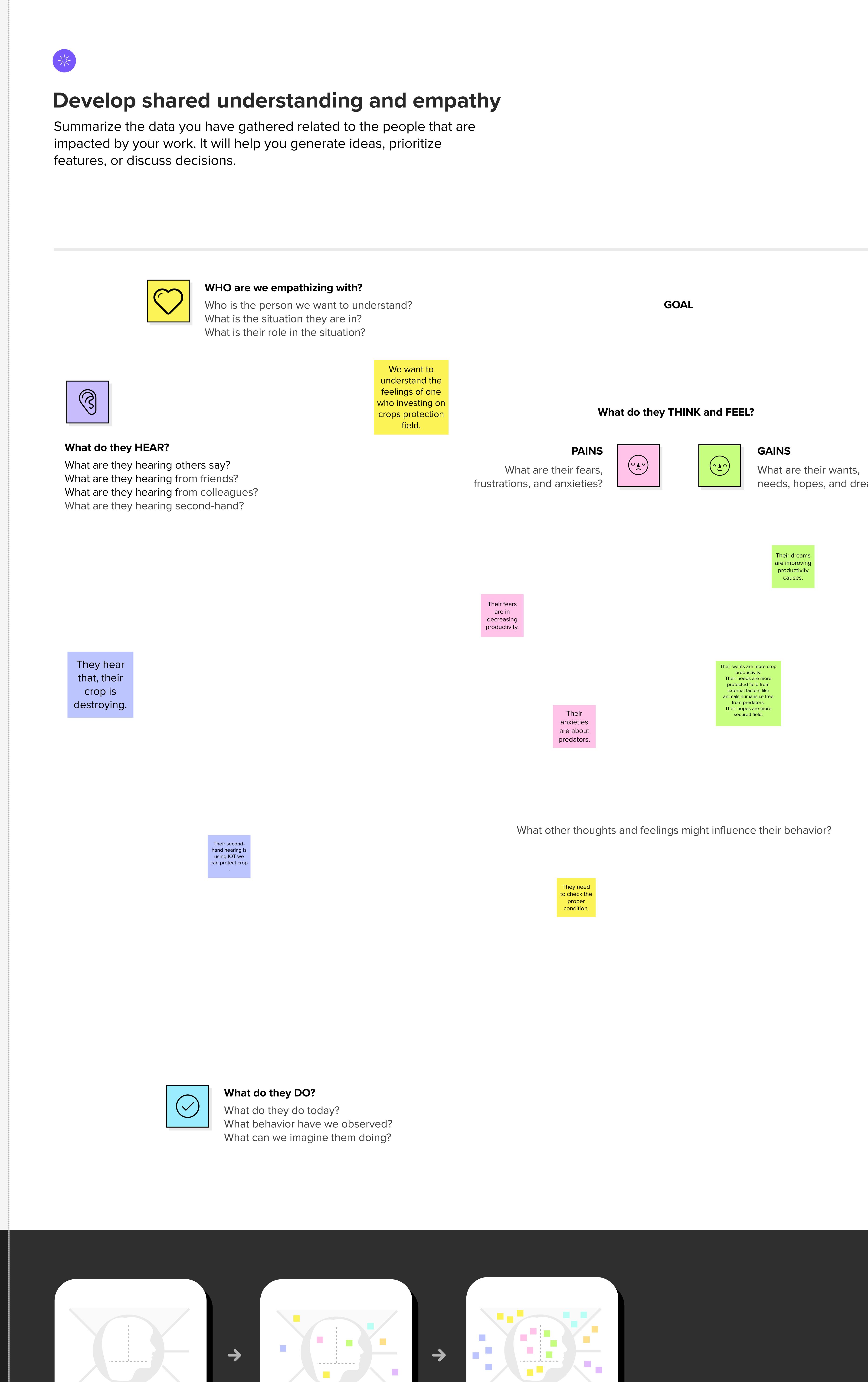
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

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What do they need to DO?

They are watching the crops are getting destroyed from animals.

What do they SEE?

What do they SAY?

What have we heard them say?

What can we magine them saying?

What do they see in the marketplace?

What are they watching and reading?

What do they see others saying and doing?

What do they see in their immediate environment?

What do they need to do differently?

\\/\hat job(s) do they want or need to get done?

What decision(s) do they need to make?

How will we know they were successful?