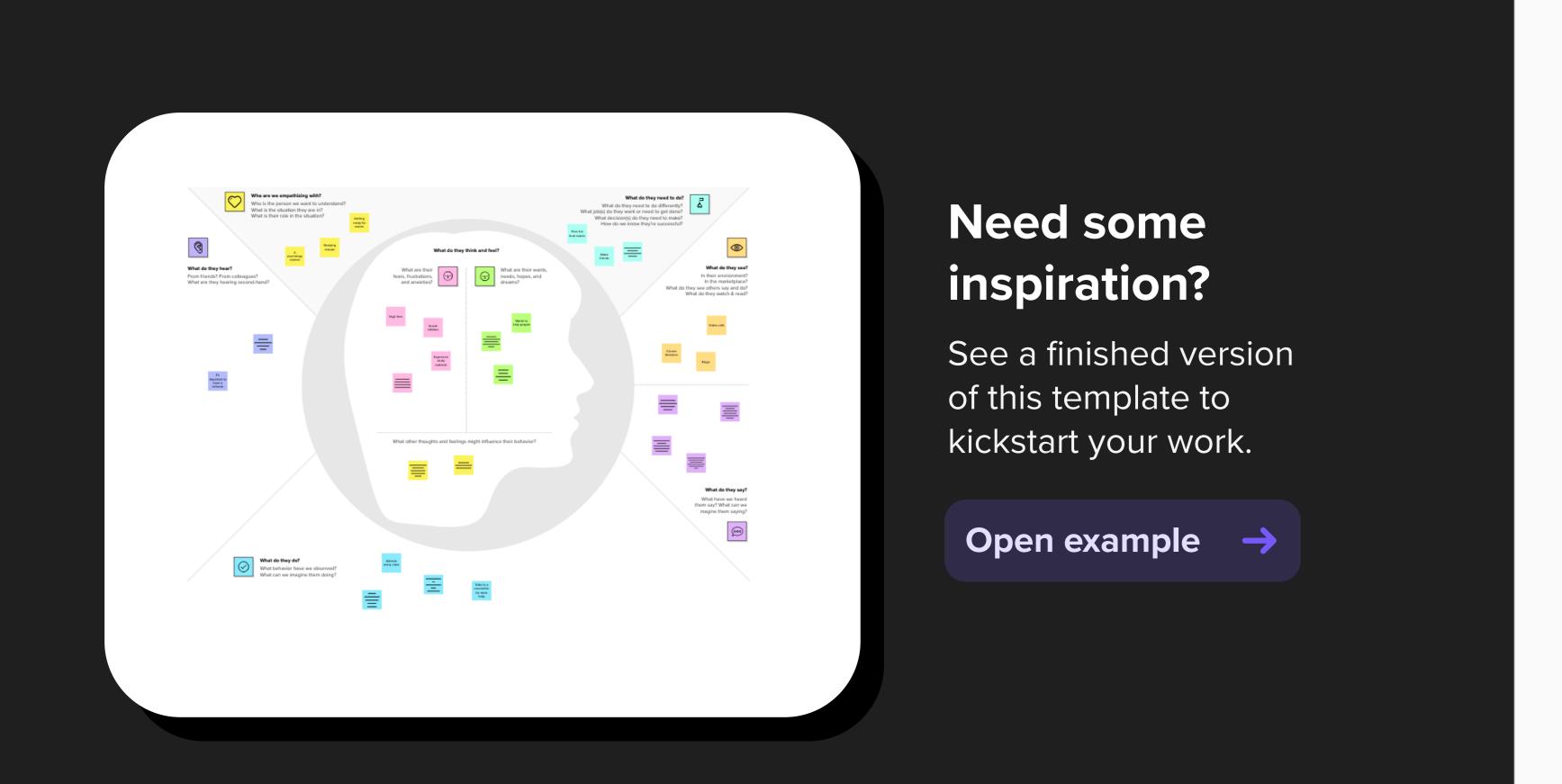


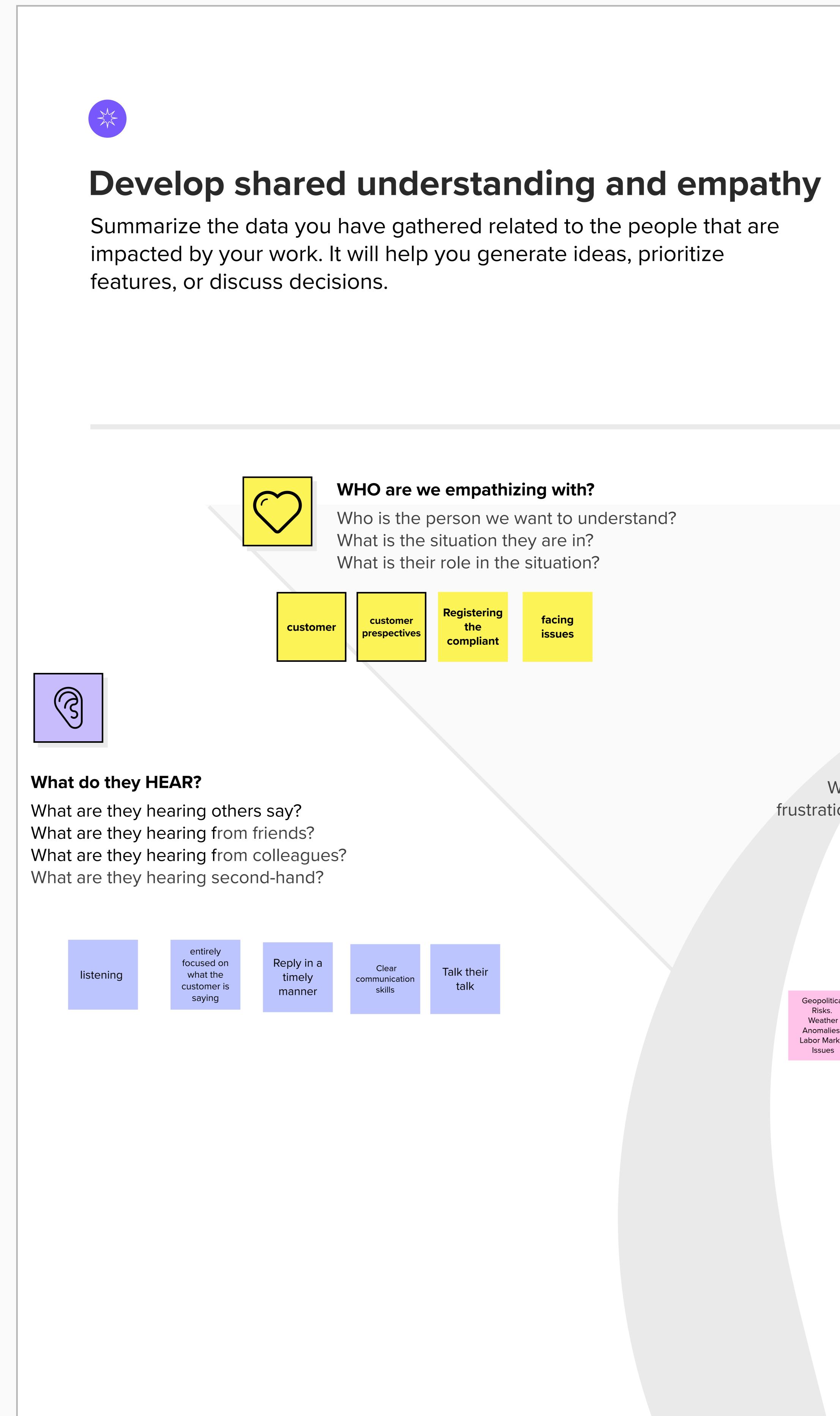
## Empathy map canvas

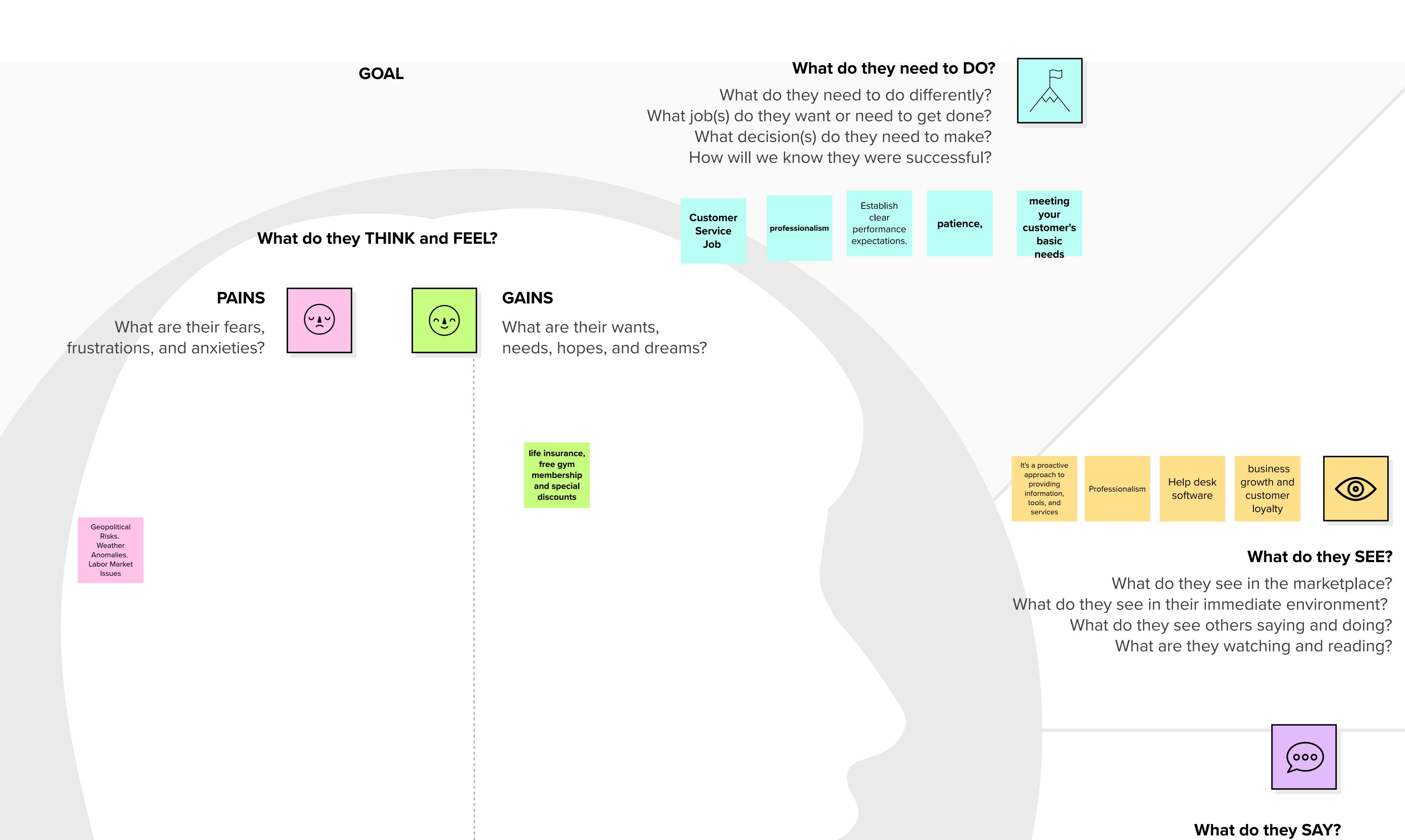
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at









What have we heard them say?

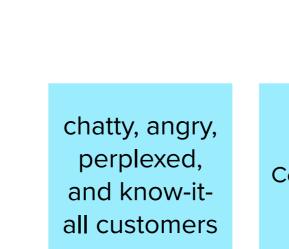
consistently
exceeding customer
expectations and
going out of your
way to help people
solve their problems

Attentiveness.

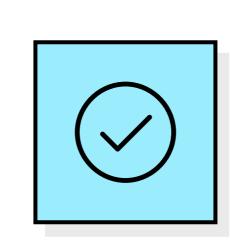
Conflict
resolution.
Creativity.
Decision-making.

What can we magine them saying?







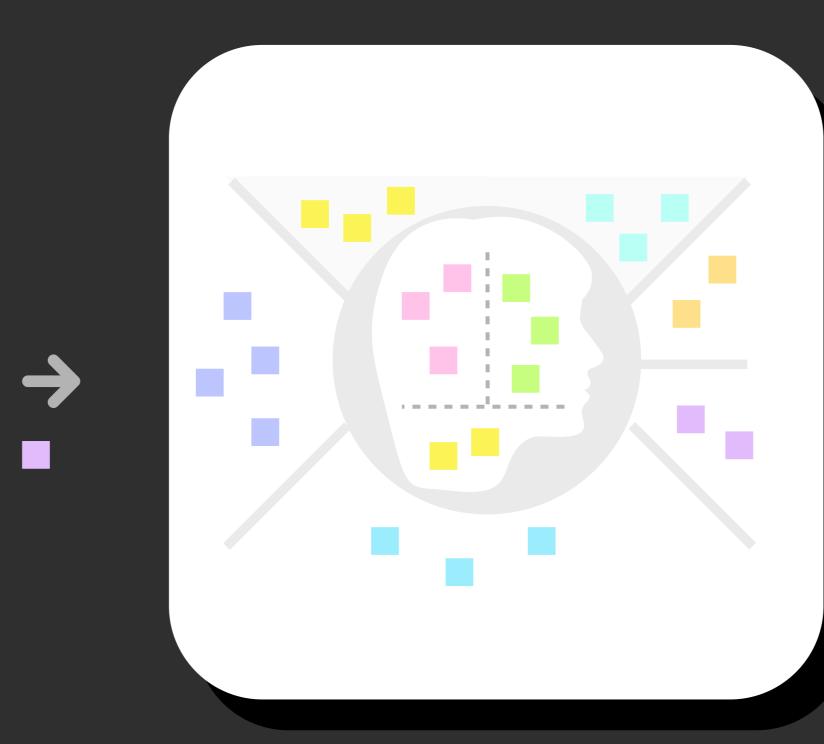


## What do they DO?

What do they do today? What can we imagine them doing?







What other thoughts and feelings might influence their behavior?