

## Empathy map canvas

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

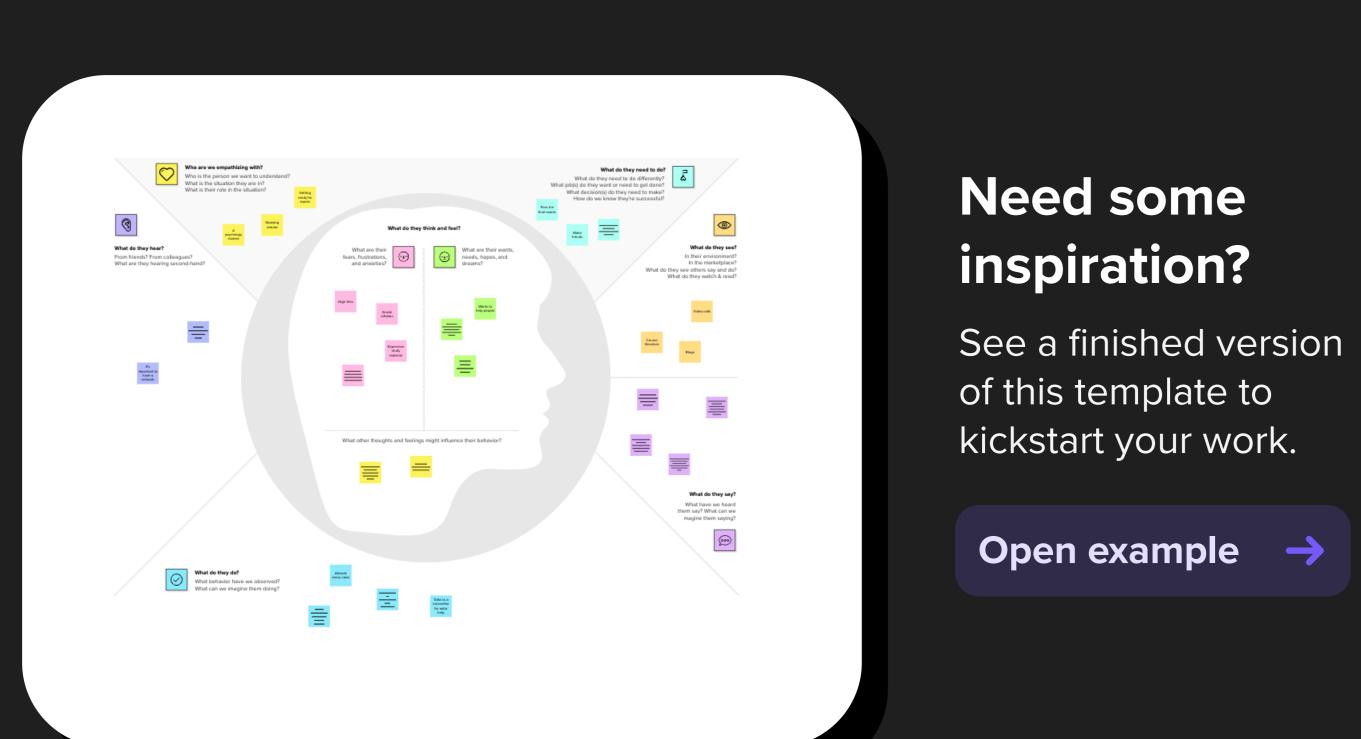
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

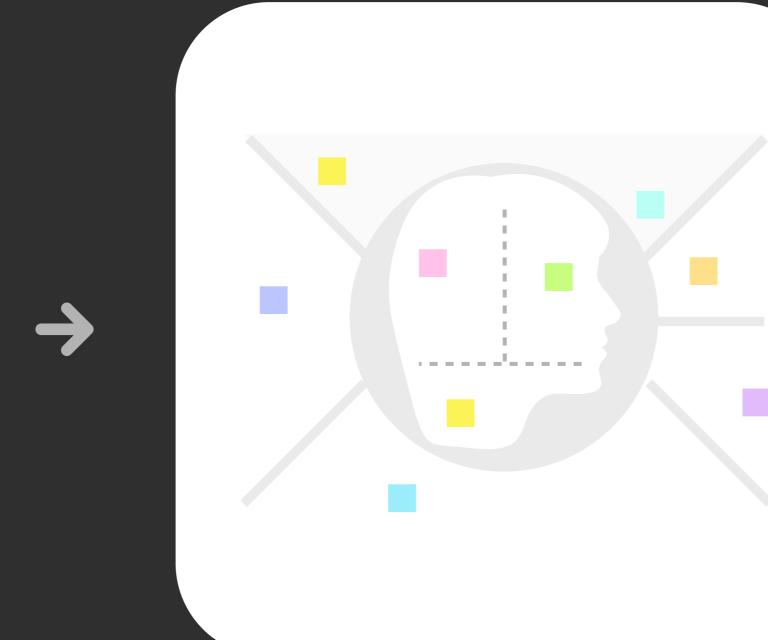


## Authenticity Scepticism Good What do they THINK and FEEL? Scepticism Visualization Raw Data Decision Inspection making Decision Making Existing by Customer/ Trends Use what do they hear What do they SEE? Analyse What do they see in the marketplace? data What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading? (000)Information regarding What do they SAY? What have we heard them say? What can we magine them saying? Gain Pattern Identifcation **Validate** Product decisions Economical Comparison Understand Data

Share template feedback







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.

