

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

Build empathy and keep your focus on the user by putting yourself in their shoes.

EMPATHY MAPPING

Thinking & Feeling
What is your customer thinking & feeling - they could be "uncertain about outcomes" or "value the success of the company".



Hear
What does your customer want to hear? Good reviews.../co-worker opinions.



See
They want to see problem-solving and continuous learning.



Gains
What does your customer want to gain? They may want ROI improvement, competitive advantages.



Pains
What could be a hinderance? E.g; slow implementation/ inefficiency.

Say & Do
Seek approval from boss/co-workers/ share experiences.



Share your feedback

