

Empathy map canvas

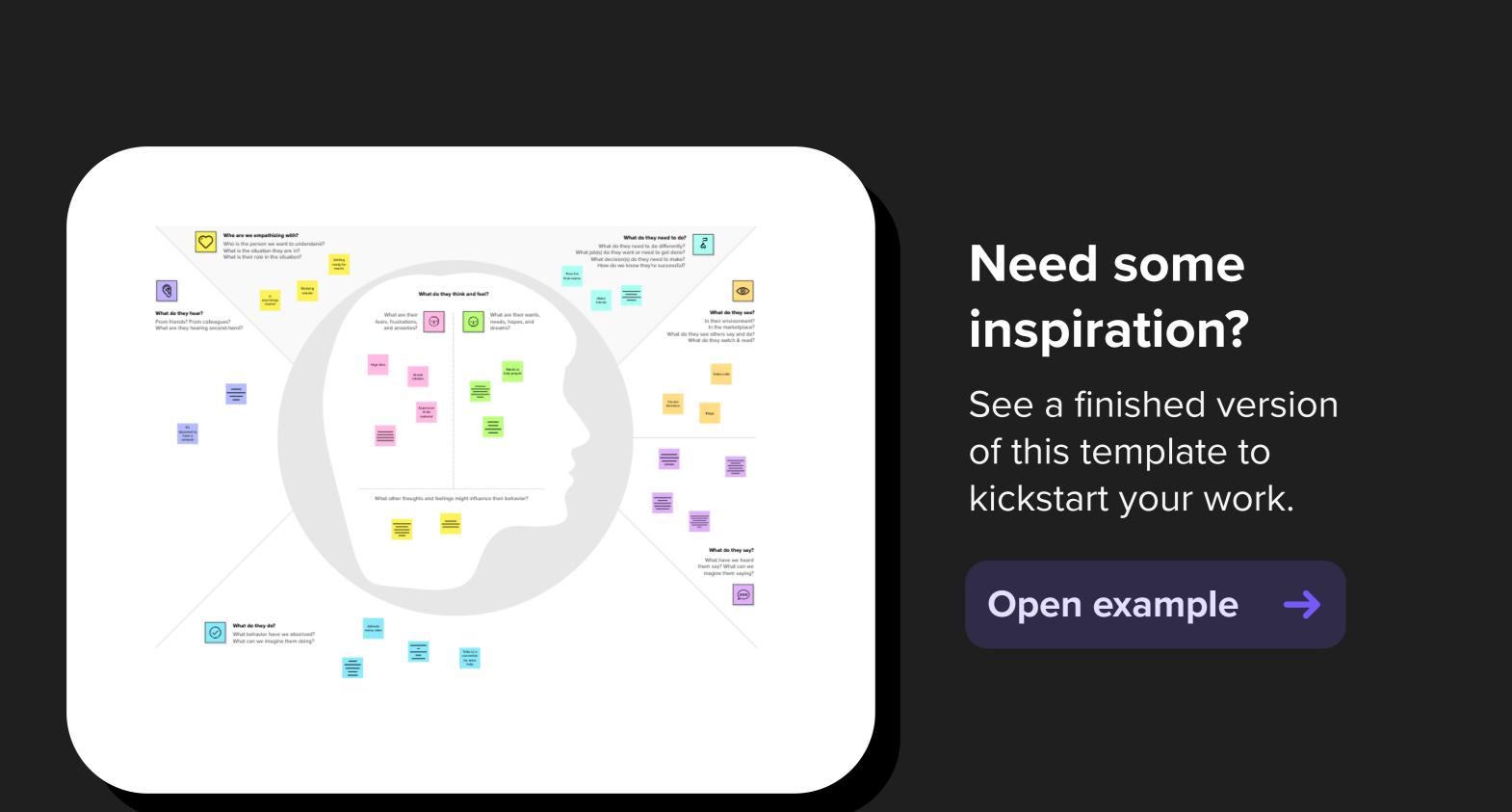
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

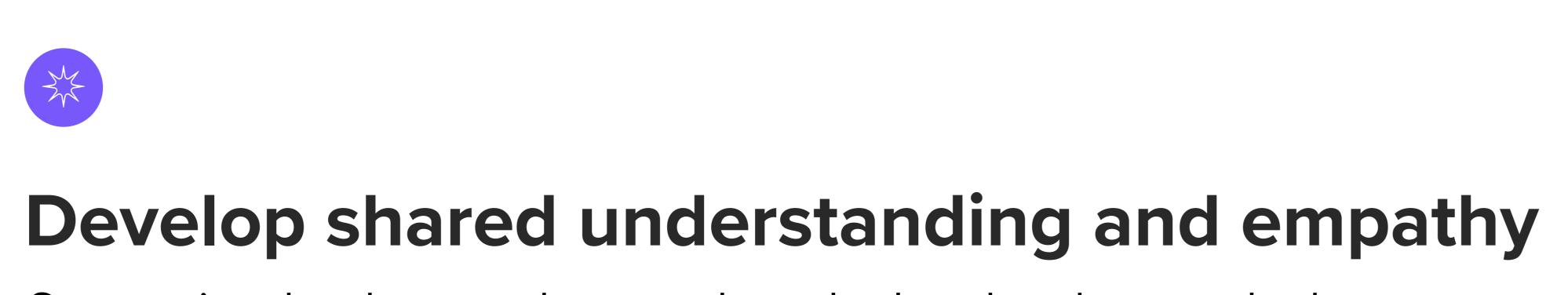
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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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.

