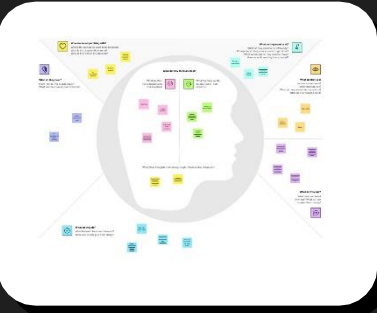# Empathy map canvas

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

XPLANE ®

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

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.

Team id: PNT2022TMID43111

Tittle: Estimate the crop yield using data analytics

what do they feel?

Things about change

He's thinking of monitoring his plants

What do they HEAR?

What do they THINK and FEEL?

PAINS

GAINS

A lot of effort

Time consuming

The effort you put in will be worth in the time

New learning and experienc e

Refreshing oxygen

Future plans of gardening

Little

People that he shows his garden to think it's

a nice garden

What do they SEE?

Driven to have own oganic food

Place for experiment

You have to try it to understand how it actyally works.

What do they SAY?

I like the labour+