Template

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®

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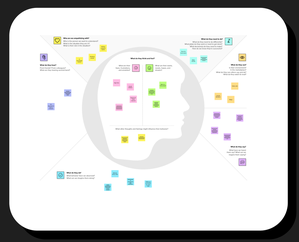

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

Develop shared understanding and empathy

Su
impa
feature

Profit margin by style, model, product line or item

Quantities of each product type

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes, and dreams?

Simplifies Processes and Facilitates Growth:

Improves Forecasting:

Eases Supply Chain Management:

Prevents Spoilage and Obsolescence:

Start by collecting the right data

7 Types of Inventory and Sales Reports to Use in Your Retail Store

Warehouse maintenance

Tracking inventory

Decreases Inventory Costs:

Minimizes Out-of-Stocks:

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Communication and Interpersonal Skills

Pick Your Inventory KPIs

W feelings might influ

Maintaining seasonal inventory

Overstocks

What do they SAY?

What have we heard them say?
What can we magine them saying?

Combine Sales Data With Inventory Data to Simplify Reporting

Generate an idea and business plan

Identify Stock Location:

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

The customer experience

has evolved

Establish a Process for Markdowns and Promotions: