

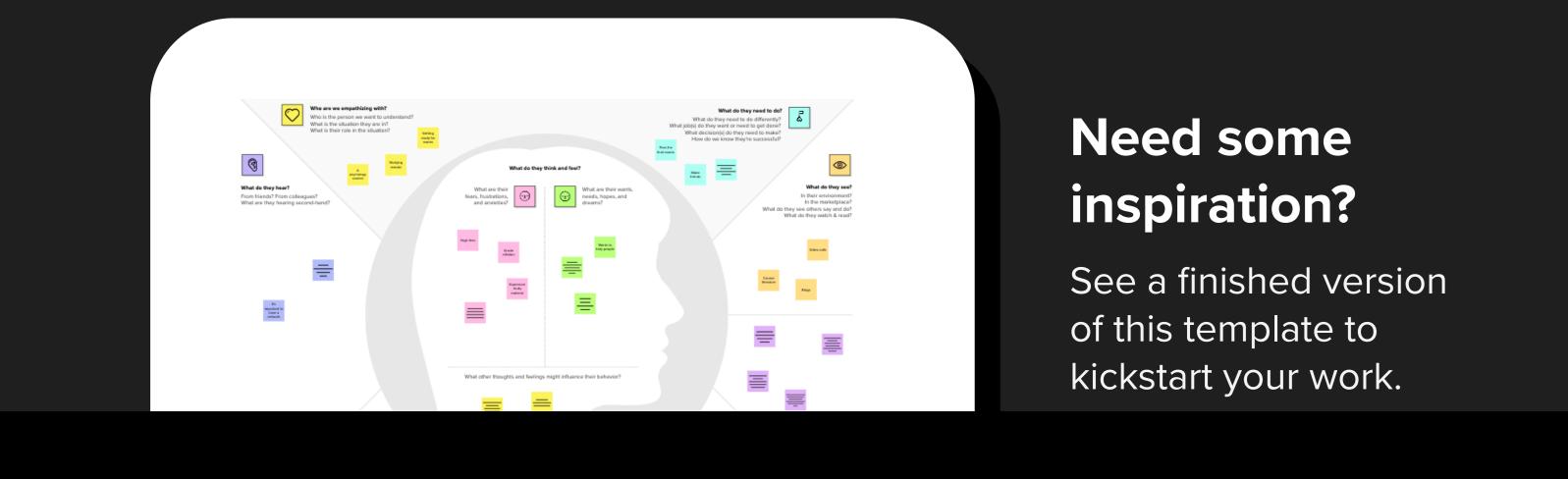
Empathy map canvas

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

Share template feedback



What do they think and Feel?









Easy to hack

Use to avoid scammer

Real time application

what do they hear?

Need attension Protect data theft

Can be a good product

What do they say and do?

Lack of security awarness

Criminals are following the money

ransomware
tools are
easy to get
hold of

Malware is more sophisticated

User Friendly useful for privacy

What do they see?

Afride of hacker

safe for beginne