

Empathy map canvas

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

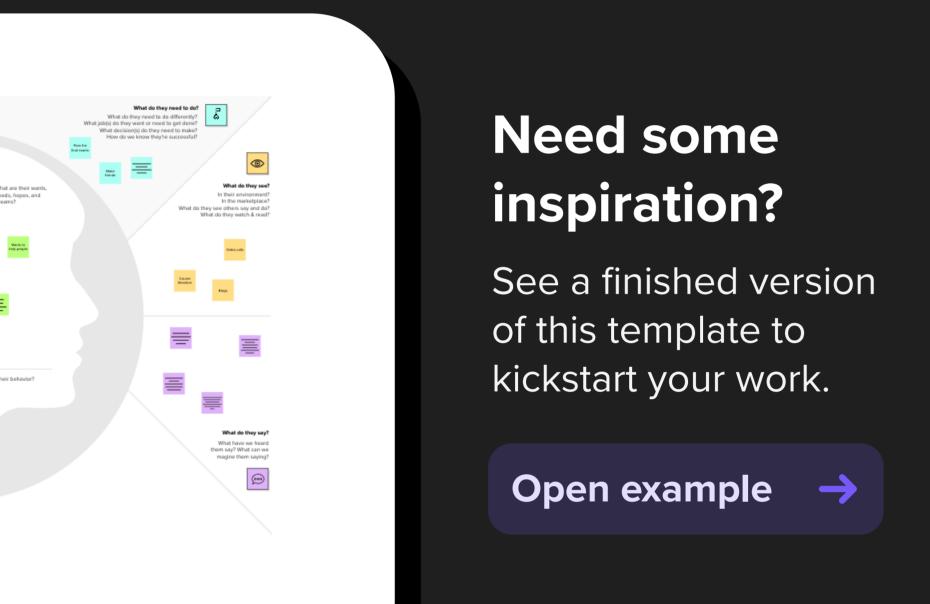
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

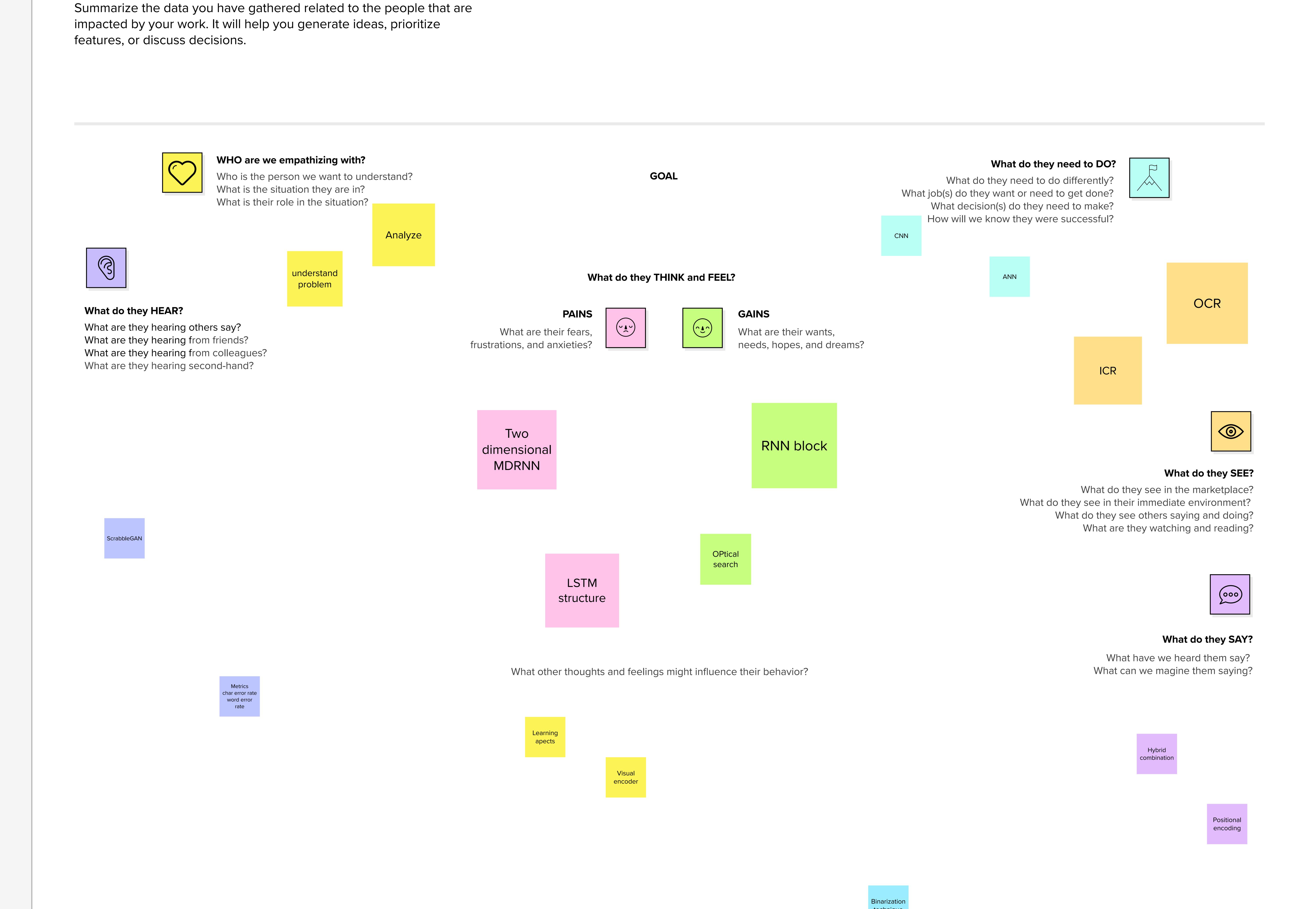
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What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

Develop shared understanding and empathy

