

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





Develop sha

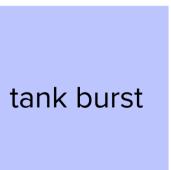
Summarize the data impacted by your was features, or discuss





What do they HEAR?

What are they hearing What are they hearing What are they hearing What are they hearing



Share template feedback



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.

