

## Empathy map canyas

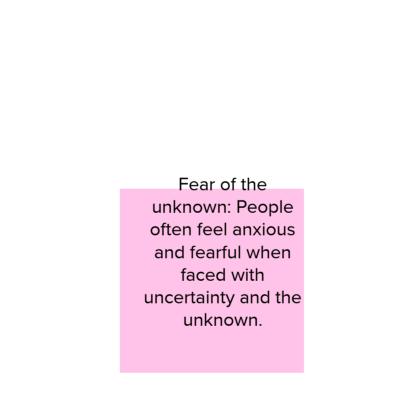
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



What do they HEAR? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand? Without more context about who "they" are, it's difficult to provide a specific answer to this question.

What is their role in the situation? Empathy can be directed towards anyone, including other people, animals, or even oneself. The role of the person in a particular situation can vary depending on the context What are they hearing others say?



**PAINS** 

What are their fears,

frustrations, and anxieties?



**GAINS** 

What are their wants,

needs, hopes, and dreams?

What other thoughts and feelings might influence their behavior?

**GOAL** 

What do they THINK and FEEL?

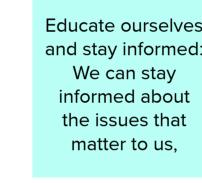


What do they need to DO?

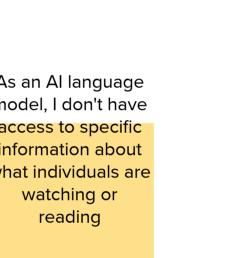
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? There are many decisions that we need to make as individuals, communities, and societies to create a better future for ourselves and future generations.

How will we know they were successful?







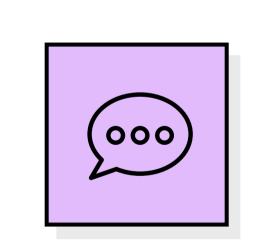




## What do they SEE?

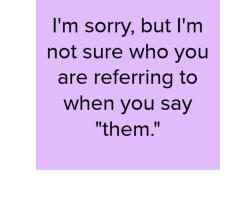
As an Al language model, I don't have a specific context or situation to work with, so I can't provide a definitive answer.

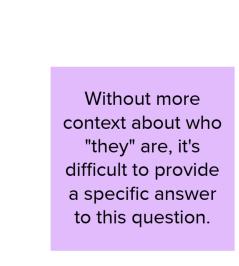
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

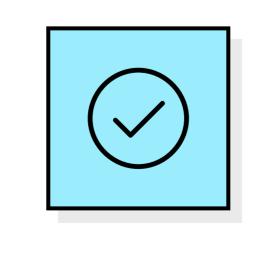


## What do they SAY?

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







## What do they DO?

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

