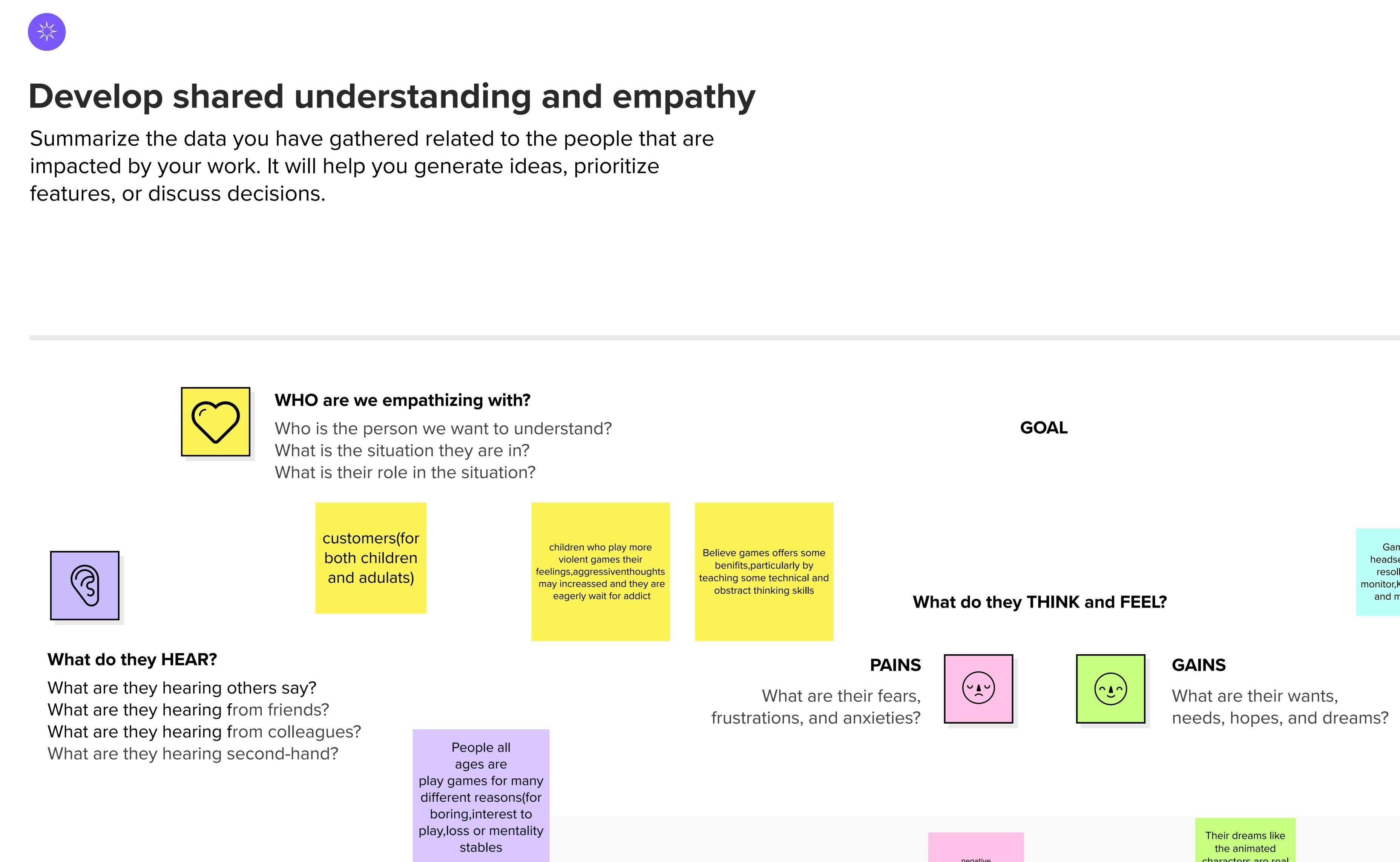


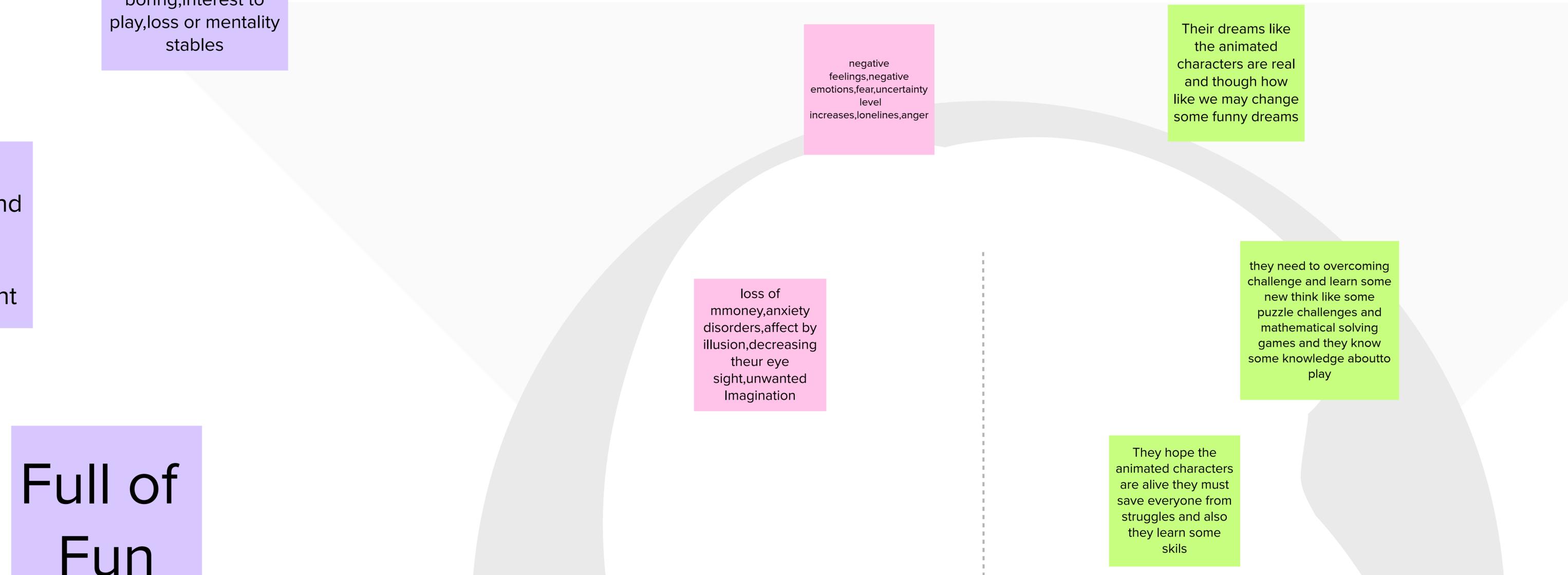
Empathy map canvas

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

Originally created by Dave Gray at

XPLANE ®





What other thoughts and feelings might influence their behavior?

Easier to interact with,both favor and encouraging lazy thinking 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?

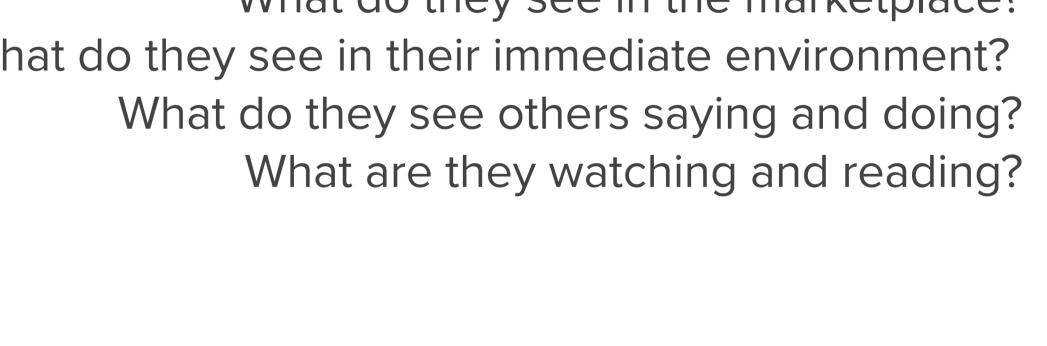
What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

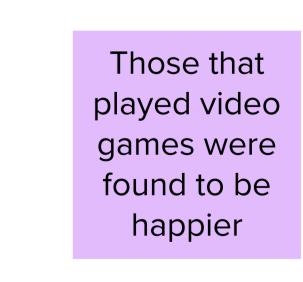
How will we know they were successful?

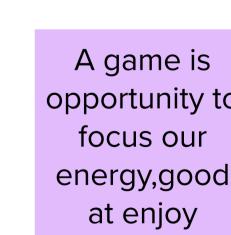
What job(s) do they want or need to get done?



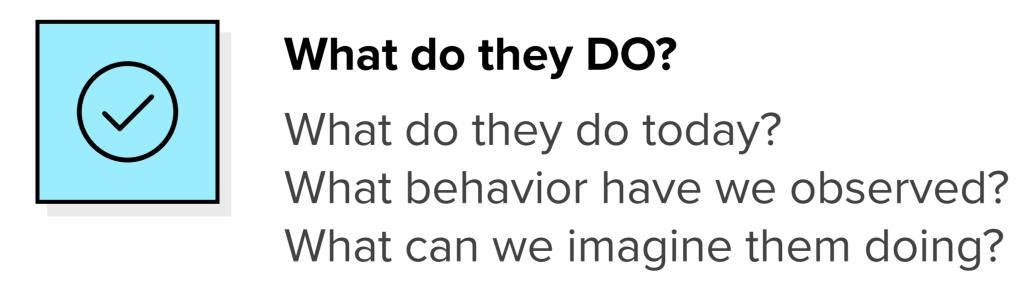
connecting with people from all around the world

What do they SAY? What have we heard them say? What can we magine them saying?





price,
promotion,
place,packaging,
positioning and
people are seven
market place



It is more

interesting and

enjoyable

one,good

entertainment

What do they DO?

Fun

