

Empathy map canvas

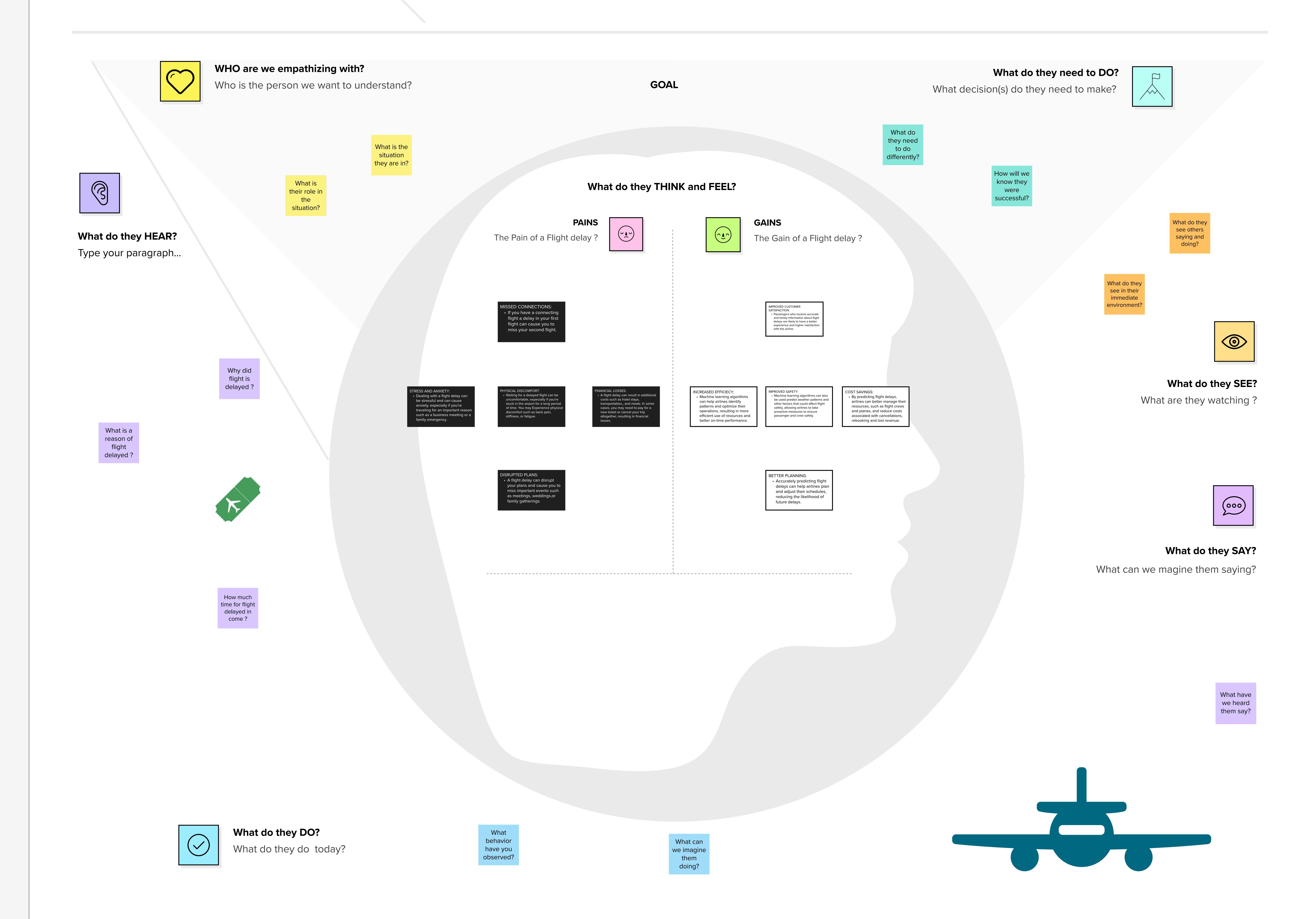
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

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

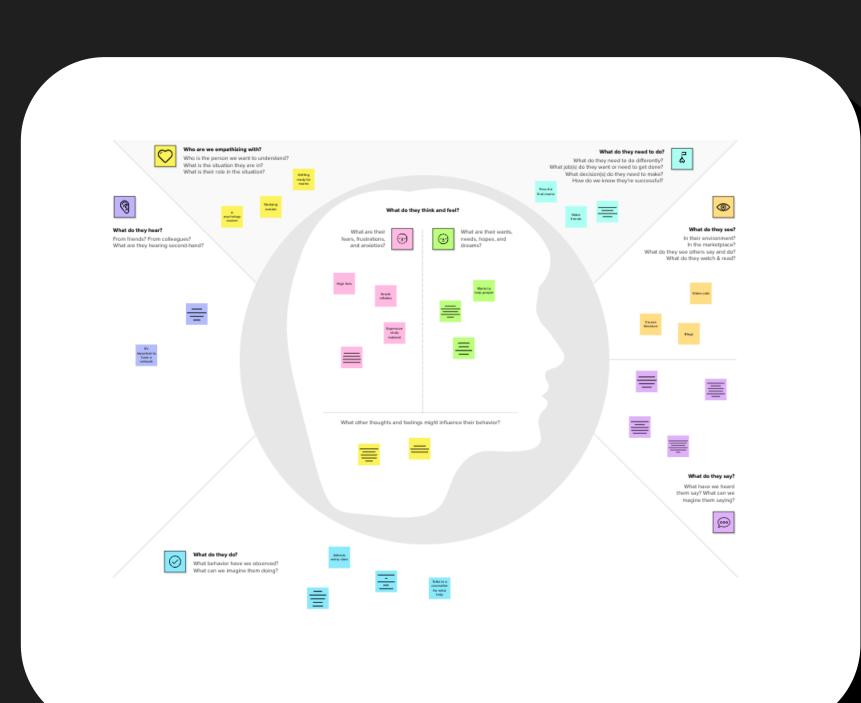
Originally created by Dave Gray at











Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

Open example





