Template

Empathy map canvas

Use this framework to emp.. 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 empathy for the people you serve.

Originally created by Dave Gray at

XPLANE

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.

do they need to DO?
y need to do differently?
y want or need to get done?
sion(s) do they need to make?
l we know they were successful?

eams?

ehavior?

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 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?

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Enhanced security
Transparency and Trust
Real-time Monitoring
Data intergrity
Data integrity
Smart Contracts for Compliance
Privacy and Security
Public Accessibility

Immutable Record-keeping
Supply chain tracking
Consent management
Data Accuracy
Security and Trust
Public Health Improvement
Traceability
Efficiency

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example