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Empathy map canvas

Learn how to use the Empathy map canvas to understand your customer's needs and pain points. The canvas is divided into four quadrants: **What they say**, **What they think**, **What they feel**, and **What they do**. Use sticky notes to capture customer insights and create a shared understanding of the customer experience.



Outline

- 1 Empathy map can...
Use this framework to empathize with a customer.
- 2 Develop shared u...
Summarize the data you have.

Thumbnail 1

Thumbnail 2

Thumbnail 3

Thumbnail 4