

Develop shared understanding and empathy

Develop a shared understanding and empathy for the people that are impacted by your work. It will help you generate ideas, provide feedback, or discuss decisions.



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 David Shipley



Visual content: Empathy map canvas diagram showing a central figure with various colored sticky notes attached to different parts of the body, representing different aspects of the user's experience.

