

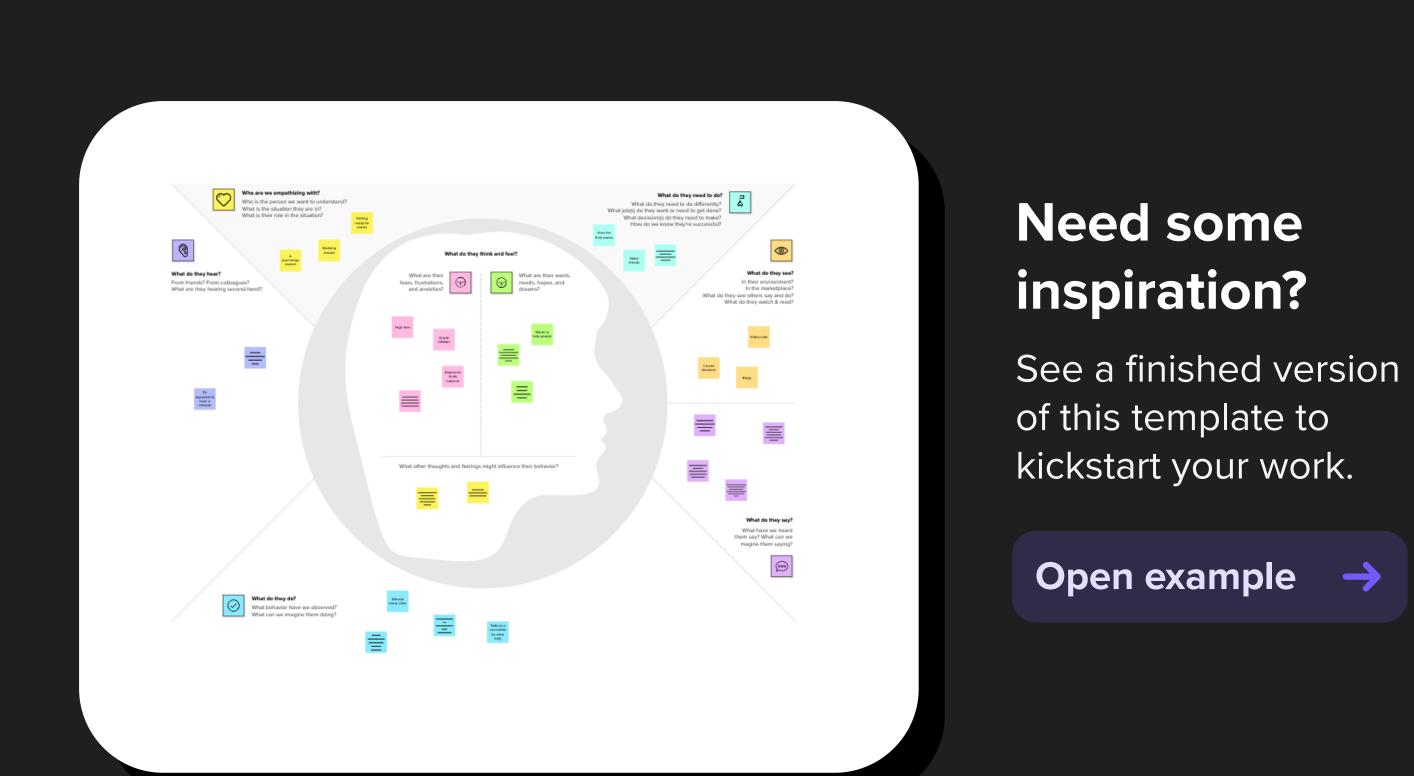
Empathy map canvas

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



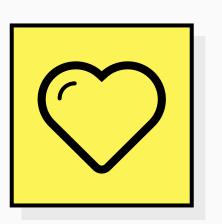
Share template feedback





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.



What do they HEAR?

It is important for hotel managers and analysts to listen to and consider all feedback and opinions from stakeholders in the data analysis process, as this can help ensure that the insights gained are relevant and actionable.

What are they hearing others say?

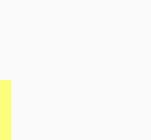
What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second-hand?

WHO are we empathizing with?

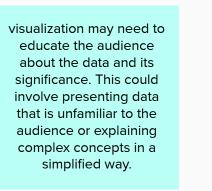
What is the situation they are in? What is their role in the situation?



GOAL

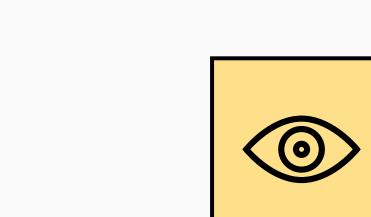
What do they need to DO? What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?





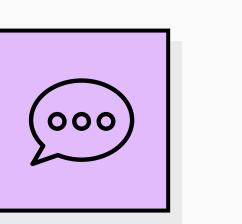






What do they SEE?

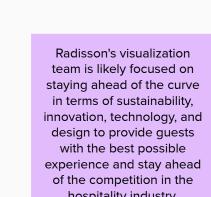
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

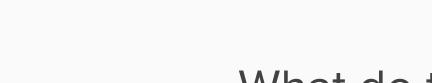


What do they SAY?

What have we heard them say? What can we magine them saying?

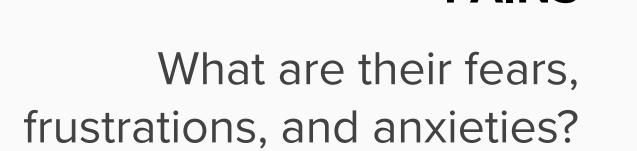


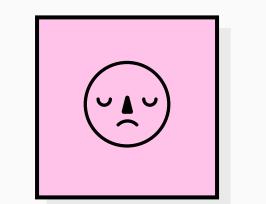




What do they THINK and FEEL?

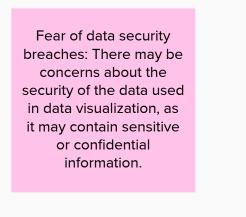
PAINS

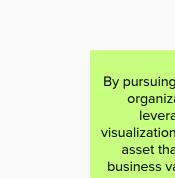




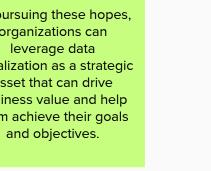
What are their wants, needs, hopes, and dreams?

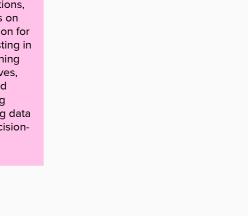








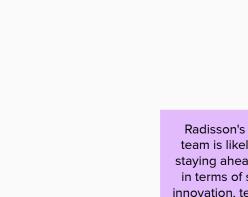


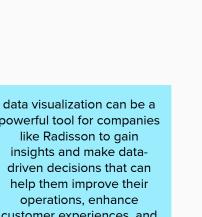


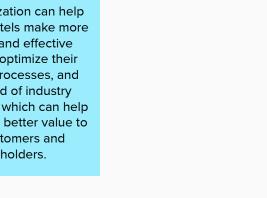


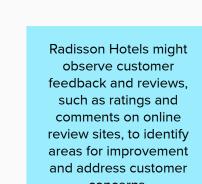






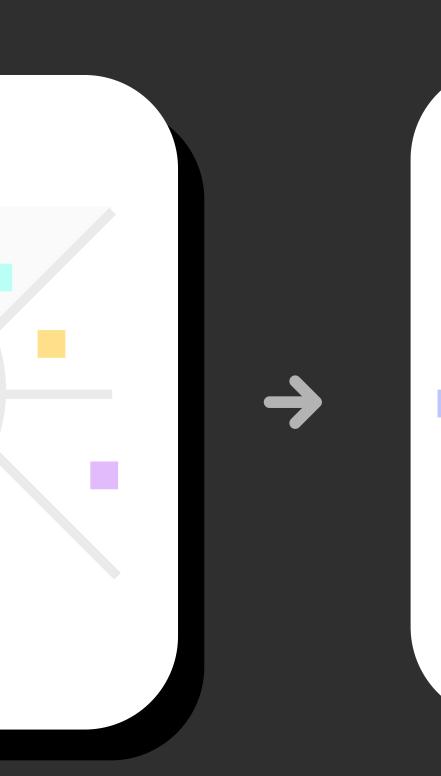


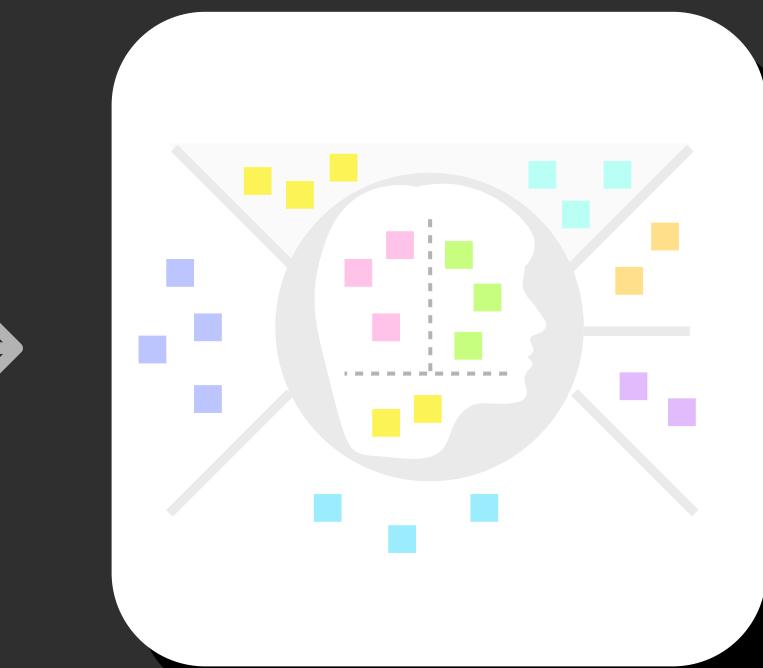














It's worth noting that feedback and opinions from friends, while well-intentioned, should be considered carefully in the context of data analysis, as they may not always be based on a comprehensive understanding of the data and its implications.

What do they DO? What behavior have we observed? What can we imagine them doing?

