



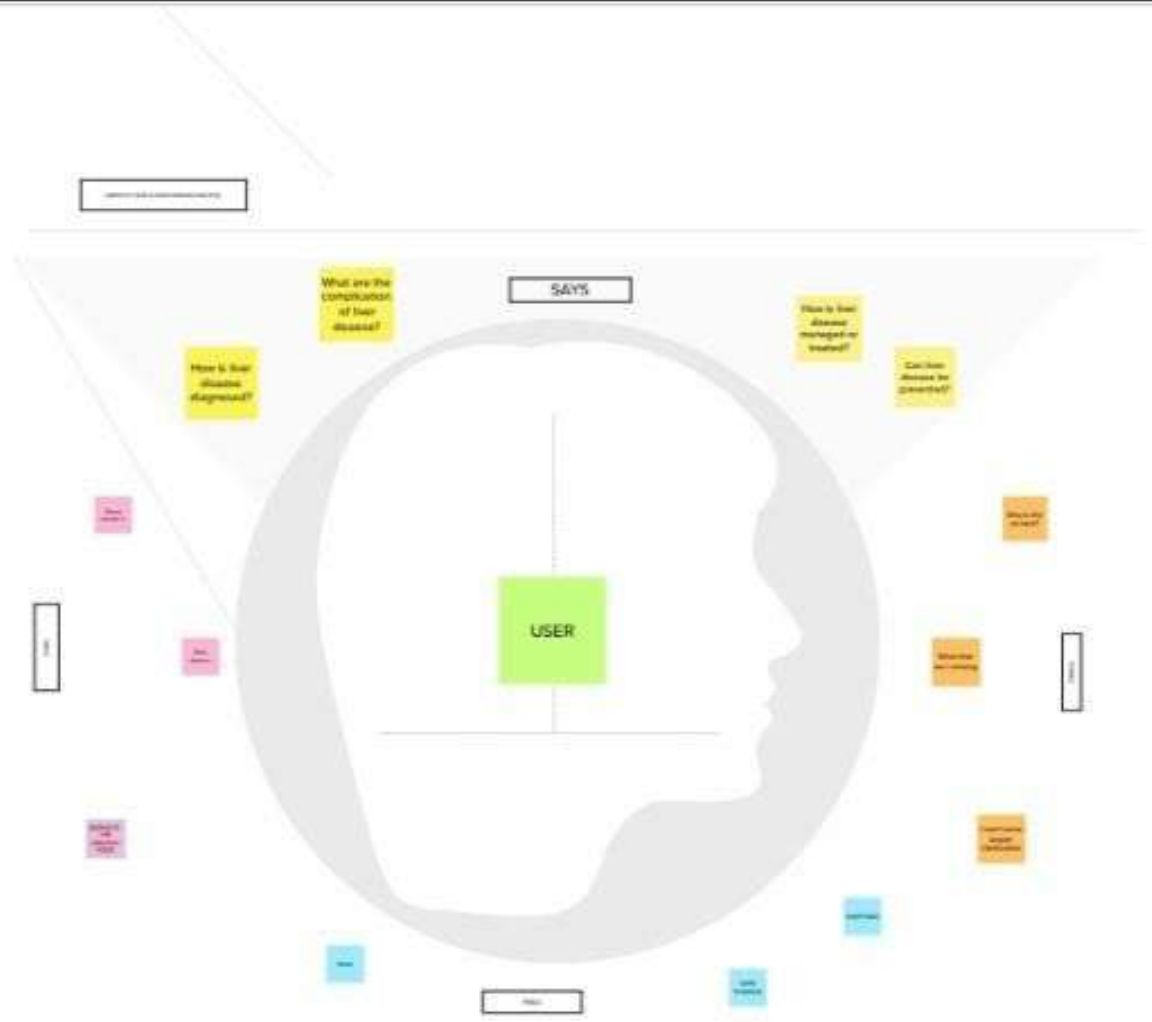
Empathy map canvas

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 et al.



[Download template handbook](#)



Need some inspiration?
Get a detailed overview of the Empathy map canvas framework.

