

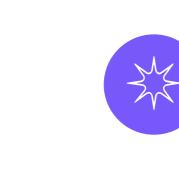
Empathy map canvas

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





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?

What are they hearing others say?

What are they hearing from friends?

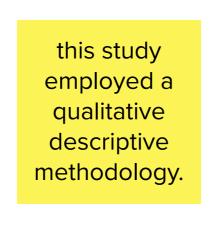
What are they hearing second-hand?

What are they hearing from colleagues?

WHO are we empathizing with?

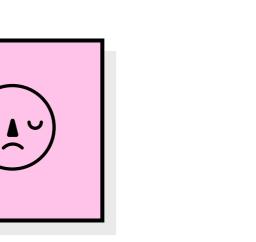
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

feel more tired and have less energy. have trouble concentrating.



What are their fears, frustrations, and anxieties?

PAINS



What do they THINK and FEEL?

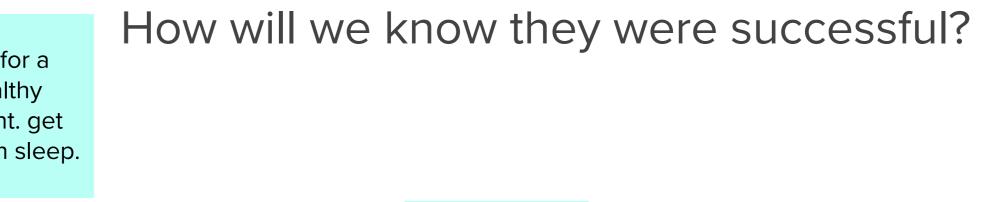
GOAL

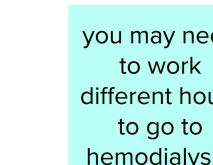
GAINS

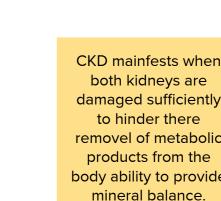
What are their wants, needs, hopes, and dreams?

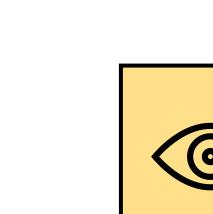


What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?





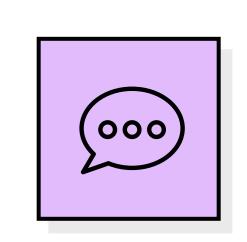




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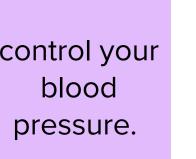
What do they SEE?

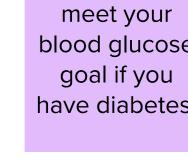
Jee in the marketplace?
Immediate environment?
Jee others saying and doing?
are they watching and reading?

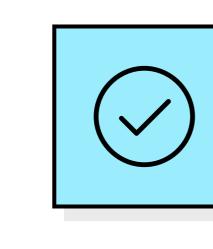


What do they SAY?

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



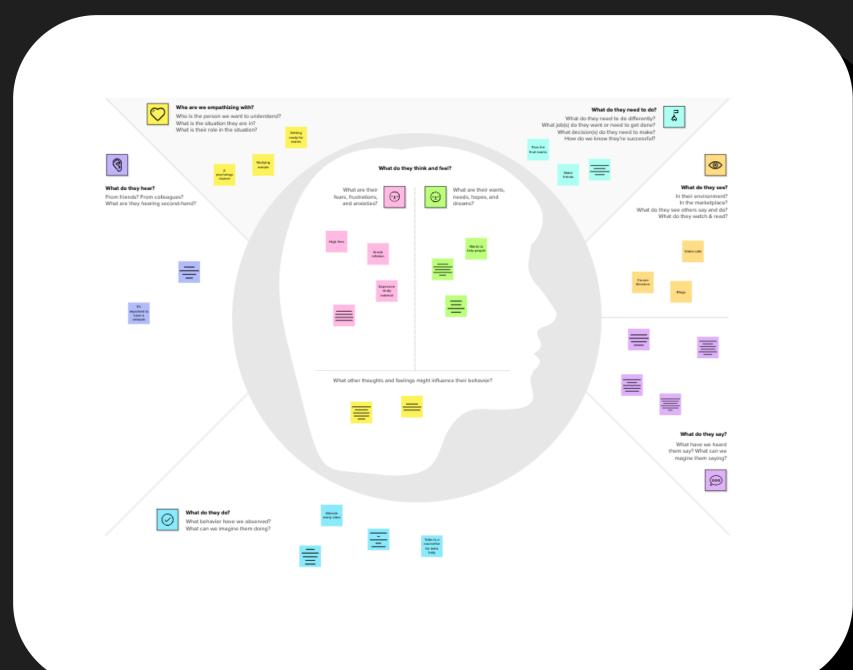




What do
What beh

What can v

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