

EMPATHY MAP CANVAS

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Team ID	NM2025TMID04875
Project Name	Lease Management System
Maximum Marks	4 Marks

Empathy Map Canvas

When developing a solution for lease operations, it's essential to **step into the shoes of the user** — whether that's a property manager, a tenant, or a financial officer. Using an Empathy Map Canvas helps the team capture what the user **says, thinks, does**, and **feels** about the current process, as well as what they see around them and what pains and gains they experience. For example, a property manager might *say* "I'm always chasing late payments," *think* "I fear losing revenue if a lease renewal slips," *do* pull together spreadsheets and send reminders manually, and *feel* stressed or overwhelmed by ad-hoc workflows. They might see competing tools that promise automation and *hear* tenant complaints about clarity

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle containing a stylized face. The face is composed of several sections, each with a number and a question. The sections are:

- 1 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?
- 2 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?
- 3 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?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

Below the face, there is a line for additional thoughts and feelings that might motivate their behavior.

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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