

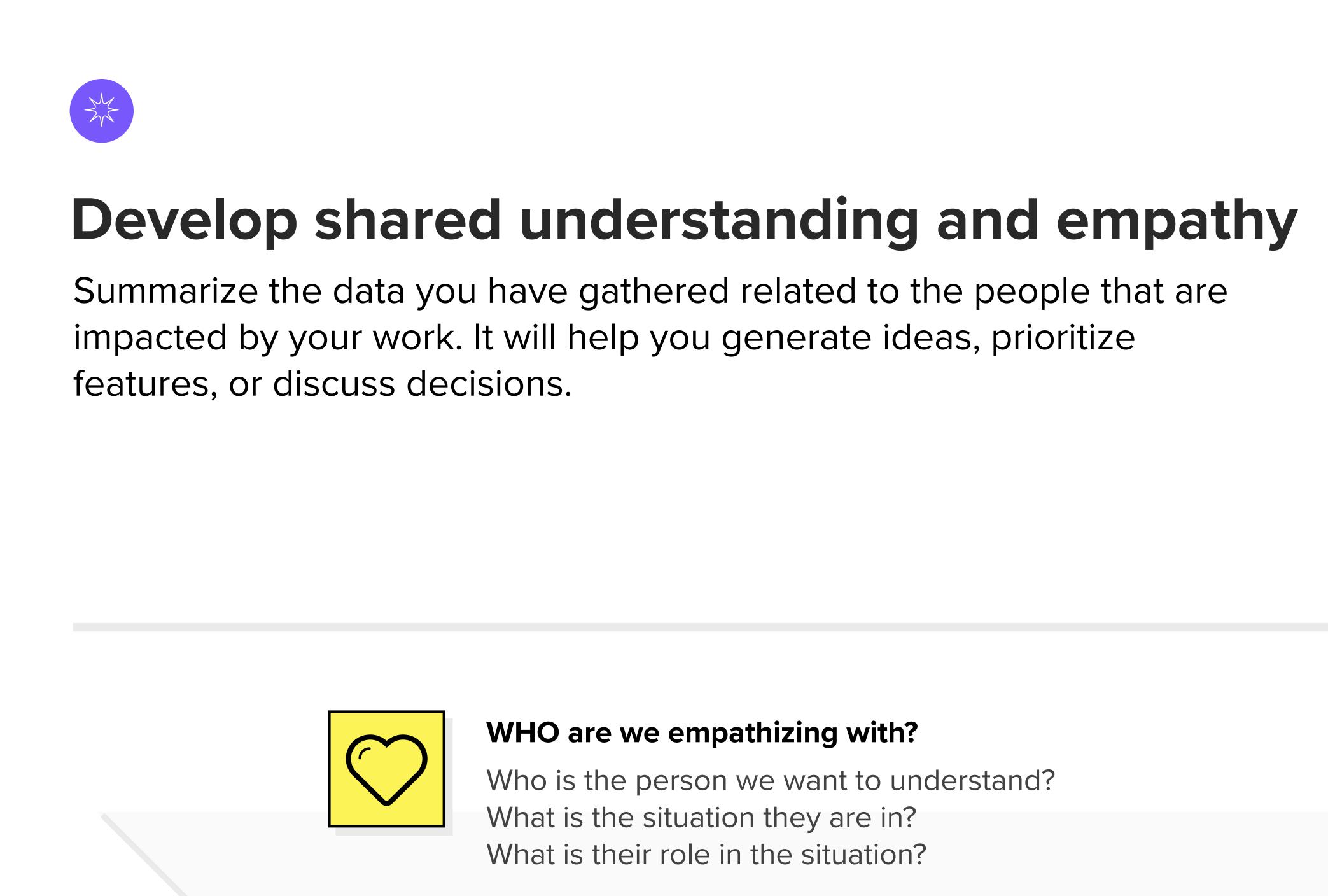
## Empathy map canvas

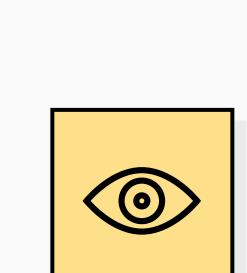
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at





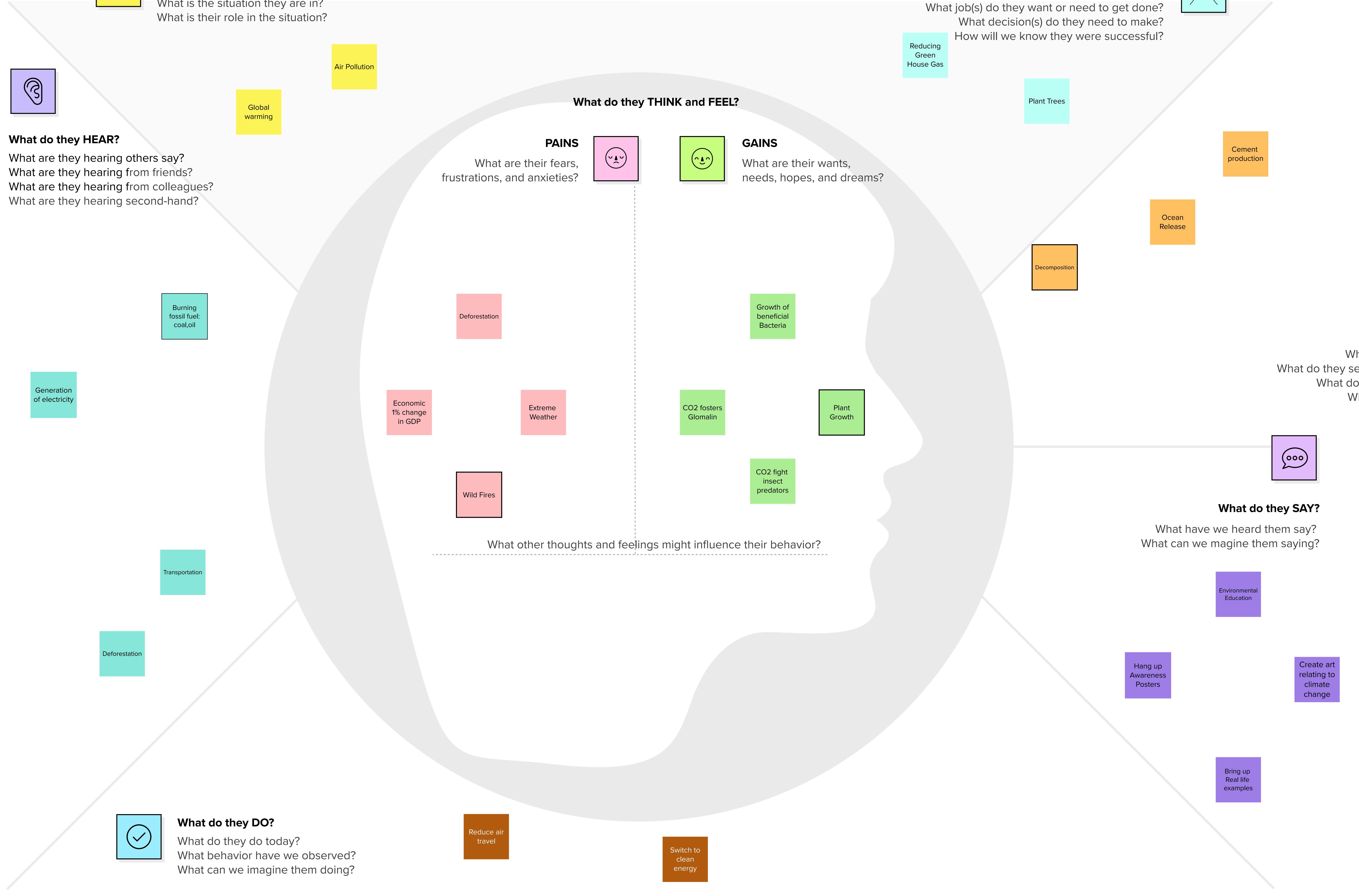


## What do they SEE?

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?

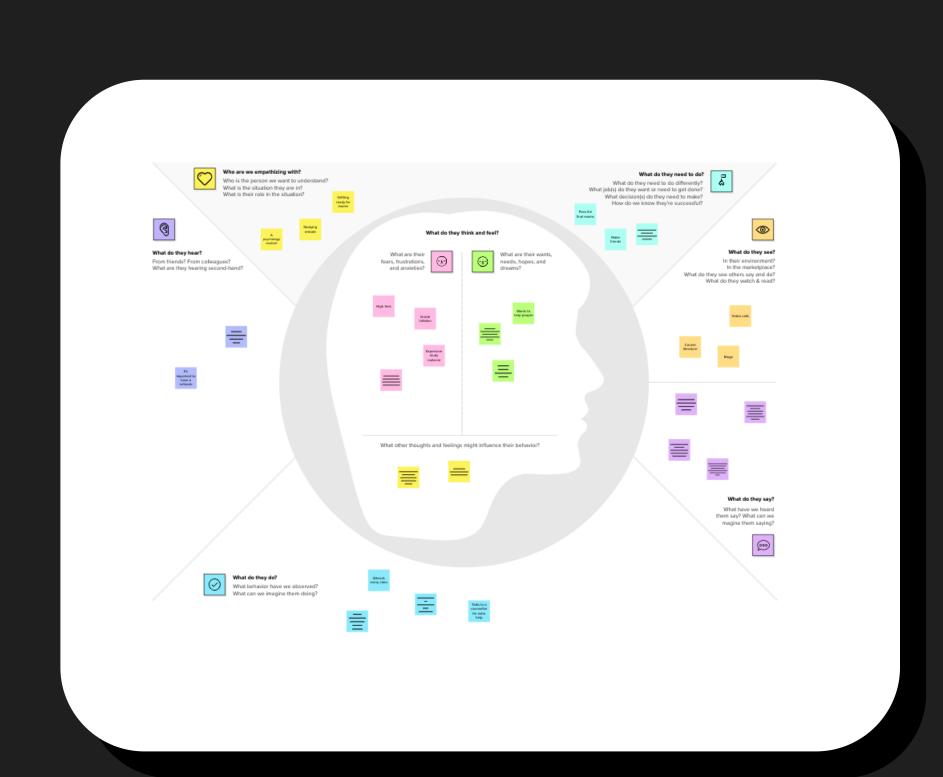
What do they need to DO?

What do they need to do differently?



GOAL

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example



