

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.

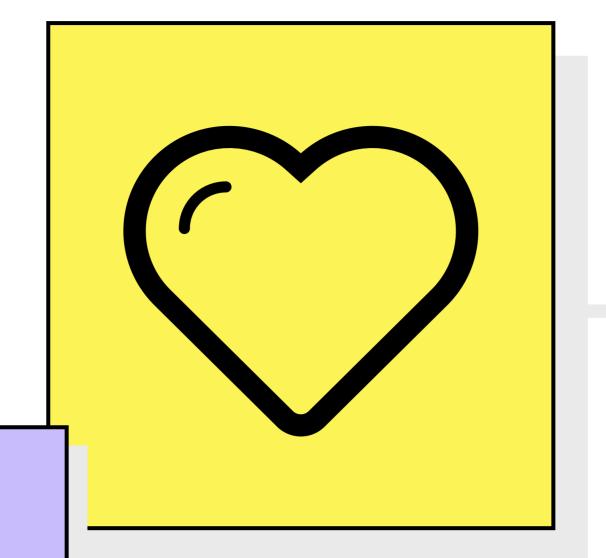
Originally created by Dave Gray at





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.

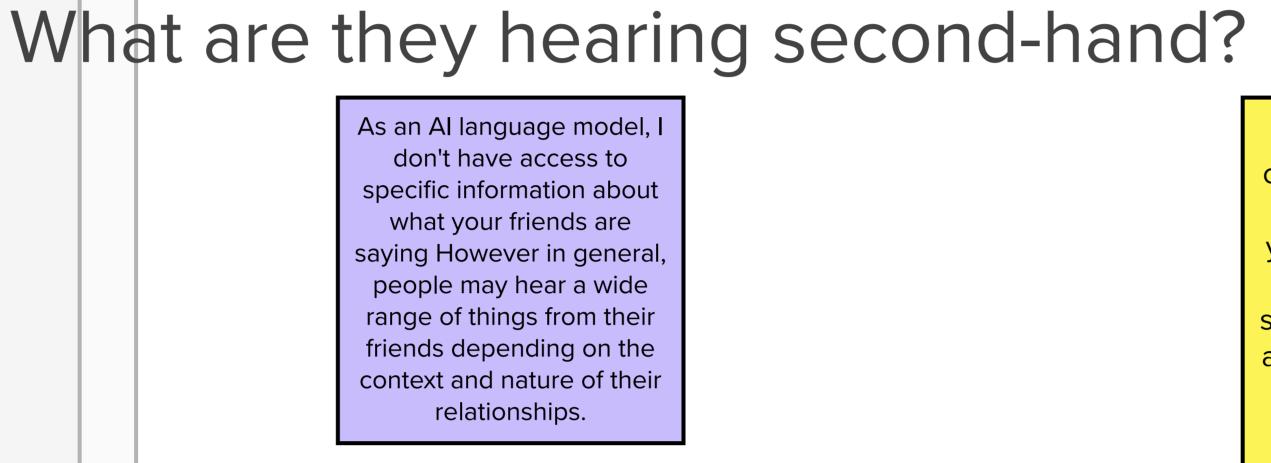


WHO are we empathizing with?

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



What are they hearing others say? lives, as well as publi figures, or individuals from different cultures or background. What are they hearing from friends? What are they hearing from colleagues?



as an ai language model, l don't have access to specif

information about what

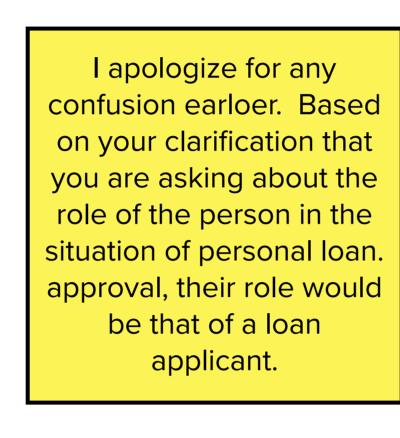
collegues are saying to each

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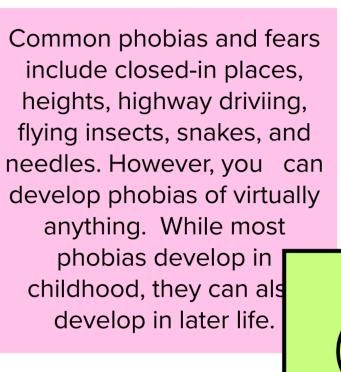
what people might be

colleagues in different



What do they THINK and FEEL?

What are their fears, frustrations, and anxieties?



PAINS

GAINS

What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

How will we know they were successful?

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

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

as an ai language model, I

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information about what

collegues are saying to each

other, however, I can offer

same, general insights into

what people might be

hearing from their colleagues

in different contexts.

To determine whether a

specific endeavor or project

has been successful, it is

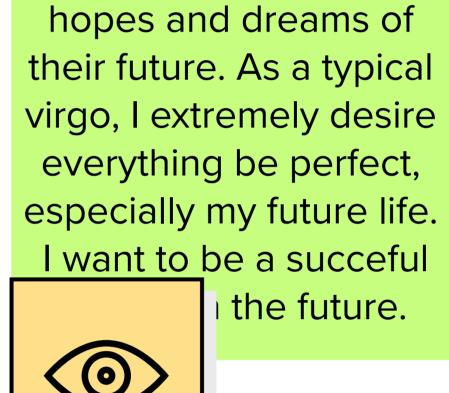
important to define clear

goals and objectives beforehand, This will allow

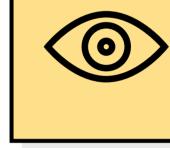
you to measure and evalut

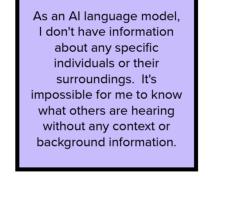
the results against the

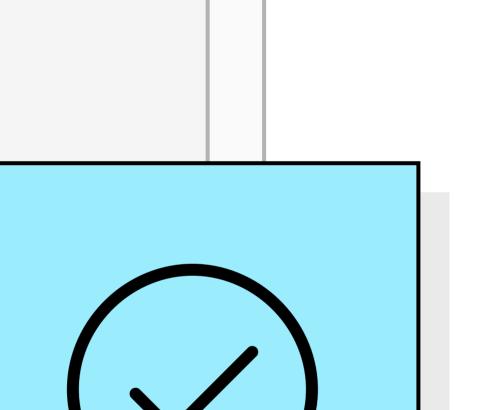
desired outcomes



Everyone has wonderful



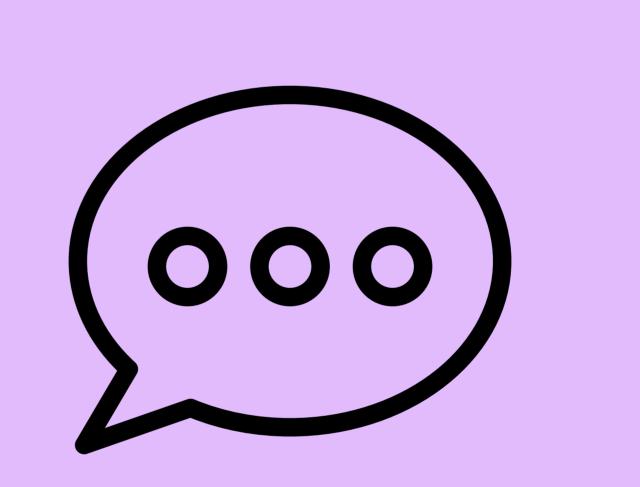




What do they DO?

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

What other thoughts and feelings might in



What do they SEE? e in the marketplace?

nediate environment? vatching and reading?

The name says it all! Facebook marketplace is an open exchange where ers saying and doing? users can buy and sell new and pre-owned items to other users. Anyone can list products or services for sale and gain access to a local audience.

> immediate environment means that area surrounding a submerged archaeological historic property or submerged paleontological site which, if disturbed, could result in substantive injury to the property, including, without limitation, the debris

Behavior observation is am commonplace practice in our daily lives. As social creatures and "information scientist," we rely upon observation of behavior to understand current social evens.

What do they SAY?

What have we heard the "Heard 'Em say" is a Life and worrying get along too well. Lfaced with a combination of work

Combination of work

Combination of work

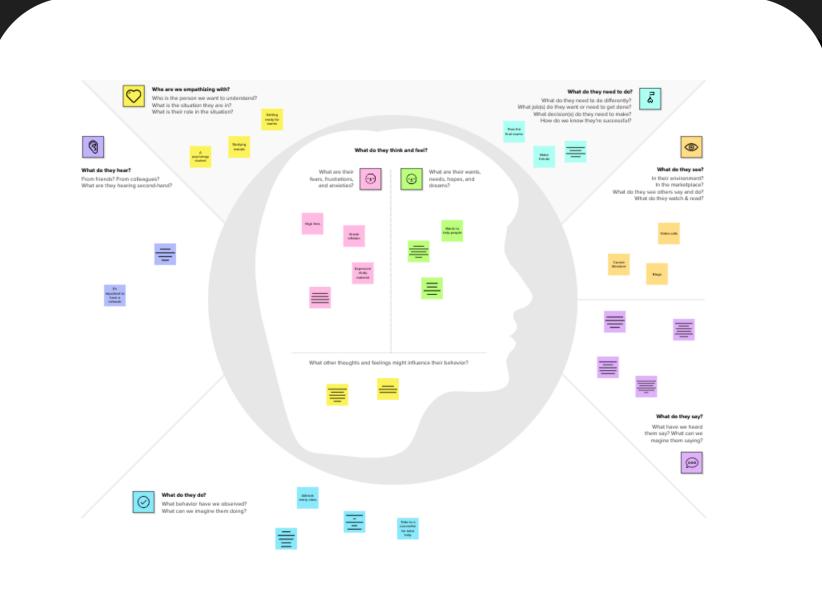
Combination of work

Can we magine them

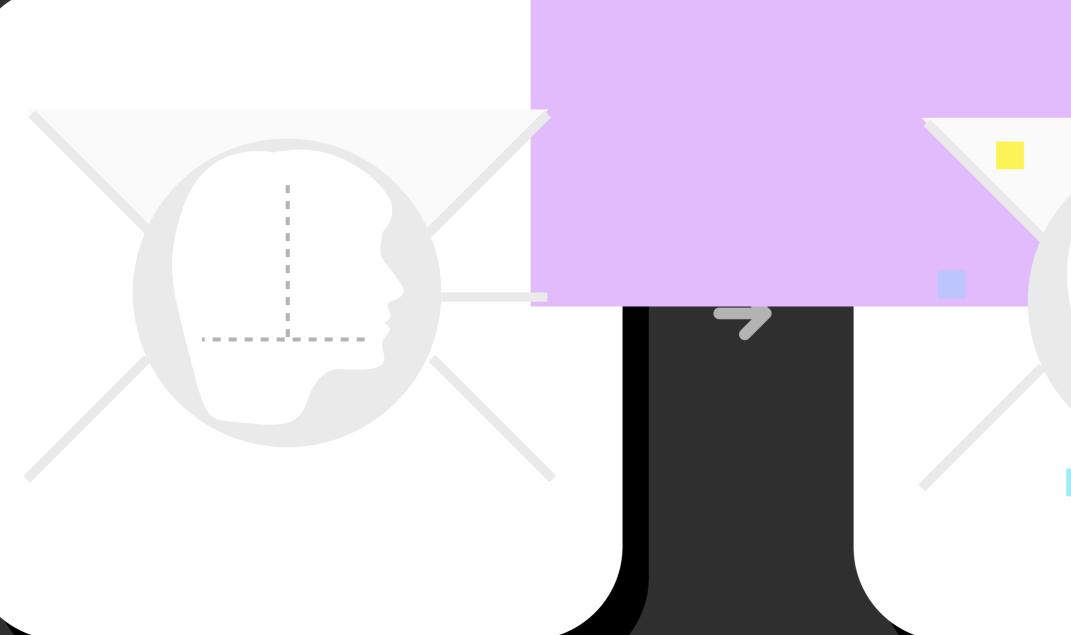
song by american rapper kanye west from his secong studio album, late registratiopn(2005).

elow you will find our collection of spirational, wise, and umorous old imagine otes, imagine sayings, nd imagine proverbs, llected over the years m a variety of sources.

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deadlines, meeting, and

performance evaluation-plus,

you know, an entire

ourselves personal life-many

of us find ourselves

distracted by unpleasant

visions of the



