



Empathy canvas

Use this framework to understand a customer, how they are affected by a problem, and what assumptions you have about them for the people you are designing for.


Originally created by David S. Foray and the XPLANE team

Share template



Develop shared understanding

Summarize the data you have gathered related to the problem you are trying to solve. What are the key 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?

Based on research and interviews with users



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?

Based on research and interviews with users

Based on research and interviews with users

Based on research and interviews with users

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

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

Based on research and interviews with users

What do they need to DO?
What do they need to do differently?
What jobs do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Based on research and interviews with users

Based on research and interviews with users

Based on research and interviews with users



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 SAY?
What have we heard them say?
What can we imagine them saying?

Based on research and interviews with users

What other thoughts and feelings might influence their behavior?

Based on research and interviews with users

Based on research and interviews with users



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

Based on research and interviews with users

Based on research and interviews with users

Based on research and interviews with users

