

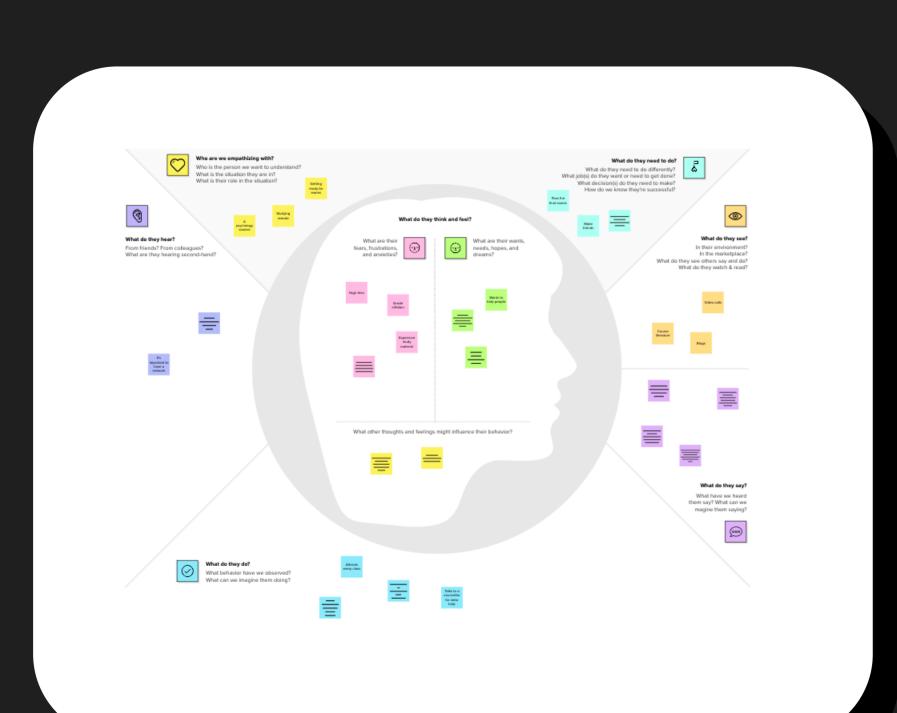
Empathy map canvas

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



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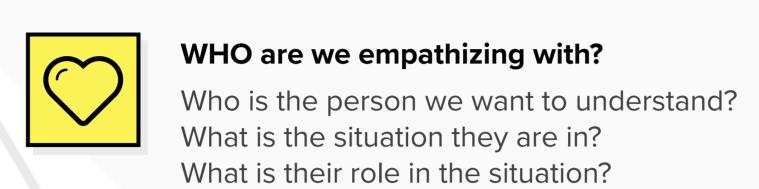


Need some inspiration? See a finished version of this template to kickstart your work.



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 from colleagues?

AS AN AI LANGUAGE

MODEL, I CANNOT

DETERMINE THE

SPECIFIC "THEY" YOU

ARE REFERRING TO IN

THE CONTEXT OF A

VEHICLE MANAGEMENT

SYSTEM AND EMPATHY

MAP CANVAS.

POSITIVE

FEEDBACK FROM

OTHER USERS WHO

HAVE FOUND THE

SYSTEM HELPFUL

AND USER-

FRIENDLY

What are they hearing second-hand?

IN THIS QUADRANT,WE IDENTIFY WHAT MANAGEMENT SYSTEM.

THE SPECIFIC REFERRING TO.

FLEET MANAGERS SAY,THINK, AND FEEL ABOUT THE VEHICLE

AS AN AI LÄNGUAGE MODEL, I DO NOT HAVE ENOUGH CONTEXT ABOUT SITUATION YOU ARE

GOAL

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?

PEACE OF MIND:

SOME USERS MAY

FEEL MORE SECURE

KNOWING THAT

THEIR VEHICLE IS

BEING TRACKED

AND MONITORED.

What are their wants,

THE USER MIGHT FEEL

FRUSTRATED AND

OVERWHELMED WHEN

USING THE VEHICLE

MANAGEMENT

SYSTEM, ESPECIALLY IF

THEY ENCOUNTER ERRORS

OR DON'T KNOW HOW TO

PERFORM A PARTICULAR

TASK.

SAVING TIME BY

EASILY

A USER-FRIENDLY

AND INTUITIVE

INTERFACE FOR

MANAGING THEIR

VEHICLE

needs, hopes, and dreams?

PAINS

THE USER MIGHT THINK

THAT THE VEHICLE

MANAGEMENT SYSTEM IS

COMPLEX AND DIFFICULT

UNDERSTAND, ESPECIALLY

IF THEY ARE NIT TECH-

SAVVY

THE SYSTEM IS TOO

COMPLICATED TO

UNDERSTAND AND

USE EFFICIENTLY

FEAR OF LOSING

CONTROL OVER THE

VEHICLE OPERATIONS

What are their fears,

frustrations, and anxieties?

MANAGING THEIR FLEET OF VEHICLES EFFICIENTLY

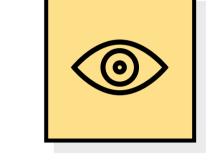
What do they need to DO?

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?

TO ACHIEVES THIS GOAL,THE SYSTEM WOULD NEED TO PROVIDE AN INTUITIVE AND USER-FRIENDLY INTERFACE THAT ALLOWS USERS TO EASILY INPUT AND ACCESS INFORMATION ABOUT THEIR VEHICLES.

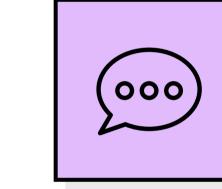
CAR REVIEWS AND TEST DRIVES AUTOMOTIVE MAGAZINES AND JOURNALS

IN THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM, THE "WHAT THEY SEE" QUADRANT MIGHT ALSO INCLUDE INFORMATION ABOUT THE USER'S PHYSICAL ENVIRONMENT.



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 magine them saying?

> "I NEED TO KEEP TRACK OF MY CAR'S MAINTENANCE SCHEDULE AND GET REMINDERS WHEN IT'S TIME FOR AN OIL CHANGE OR TIRE ROTATION."

What do they DO?

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

THE EMPATHY MAP CANVAS IS A VISUAL TOOL USED TO UNDERSTAND THE NEEDS, THOUGHTS, AND **EMOTIONS OF USERS OR** CUSTOMERS WHEN INTERACTING WITH A PRODUCT OR SERVICE.

USED IN DESIGN THINKING TO **NEEDS AND** PERSPECTIVES OF A PARTICULAR USER OR CUSTOMER.

