

# 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.

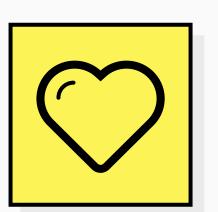
Originally created by Dave Gray at





## 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.



What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

Alerts and

notifications

indicating

potential

threats.

What are they hearing from colleagues?

#### WHO are we empathizing with?

What is the situation they are in? What is their role in the situation?

> the users of a platform that gathers and analyzes threat intelligence data

the users of a platform that provide actionable insights to different threats.

Data

overload and

information

fatigue

Need to make decisions swiftly based on the insights provided.

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?

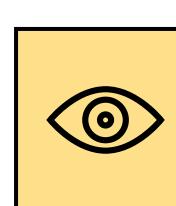
Need to stay updated on the latest threat intelligence trends and tools.

monitors displaying various threat feeds.

A cluttered desk

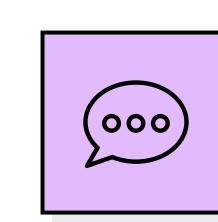
with multiple

Security reports and data scattered all around their workspace



#### 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 accurate and up-to-date threat intelligence to protect our organization."

overwhelming to sift through multiple sources for threat data."

Attend security webinars and conferences to stay updated.

#### What do they THINK and FEEL?

### **PAINS**

What are their fears, frustrations, and anxieties?

> Timeconsuming data aggregation and analysis

Fear of missing critical threat information.

**GAINS** 

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

> Streamlined threat intelligence gathering.

Accurate and actionable insights.

More time for strategic security planning.

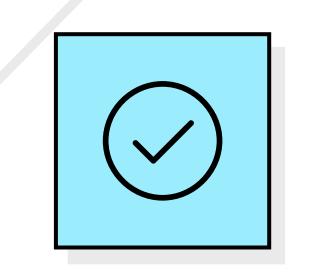
What other thoughts and feelings might influence their behavior?

They may constantly feel the weight of responsibility for protecting their organization's sensitive data and systems.

The constant threat of attacks and the pressure to stay one step ahead can cause significant stress.

of recent cyberattacks and data breaches.

News reports



#### What do they DO?

Colleagues or

team members

discussing the

platform's

usefulness.

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

Spend hours each day collecting and analyzing threat data.

Adjust security measures based on insights gained.