

Empathy map canvas

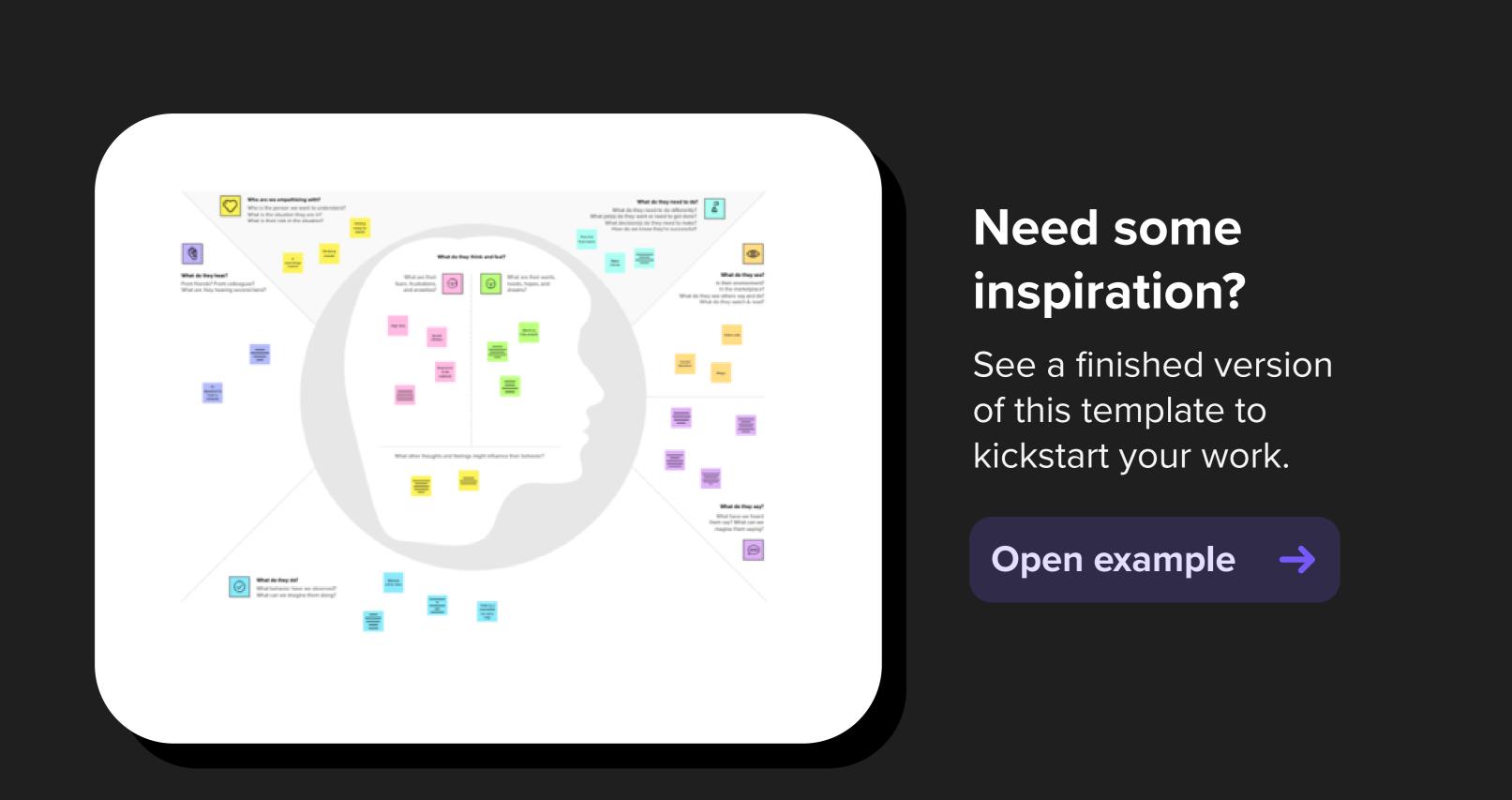
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

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

Originally created by Dave Gray at



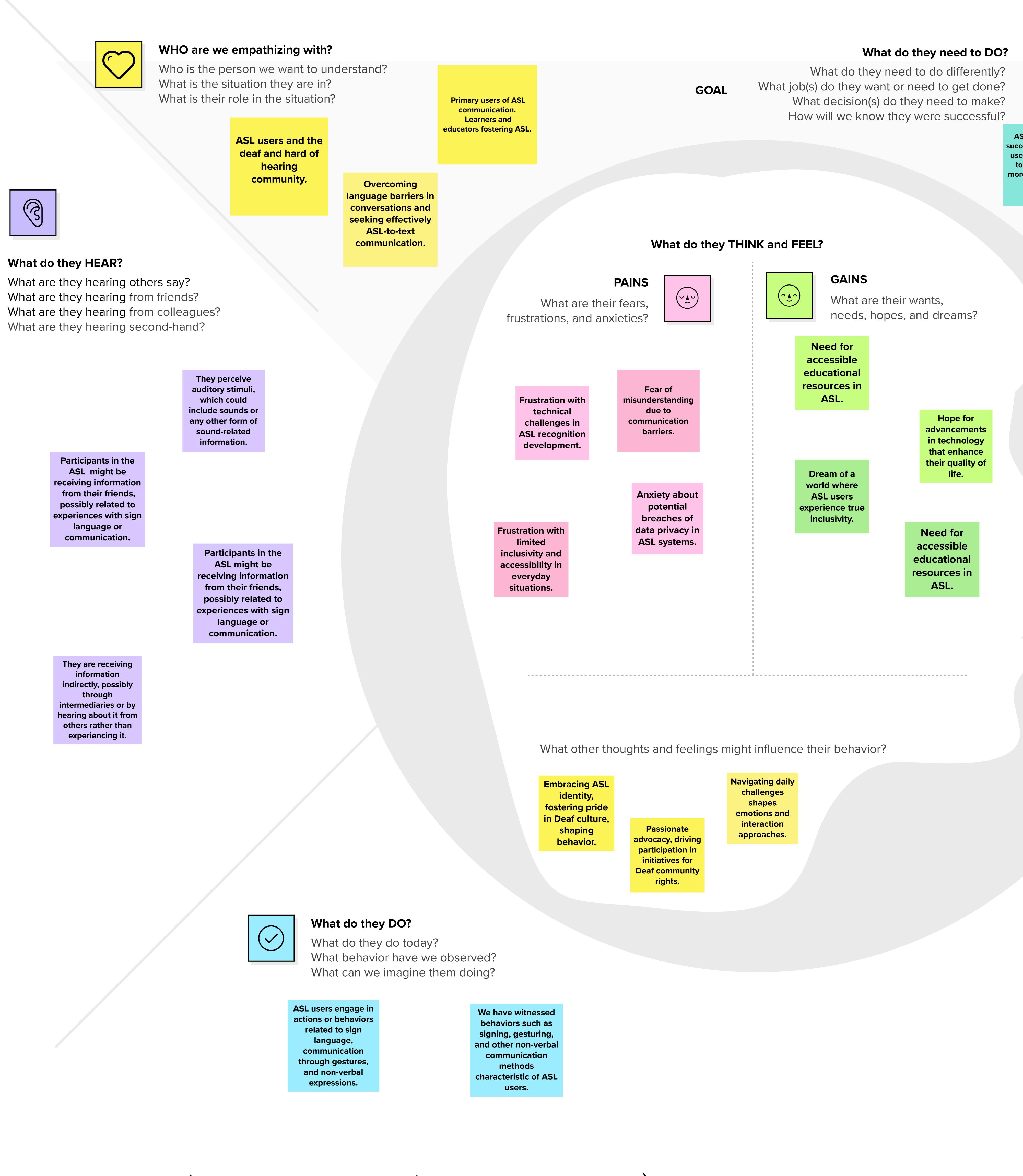
Share template feedback





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.





ASL users may need to decide whether to adopt and use the ASL recognition technology.

ASL users

activities or tasks

that involve the use

of sign language in

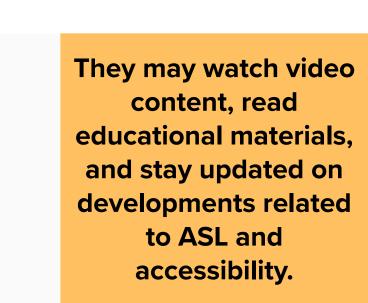
their daily lives.

ASL users will be

ccessful if they can

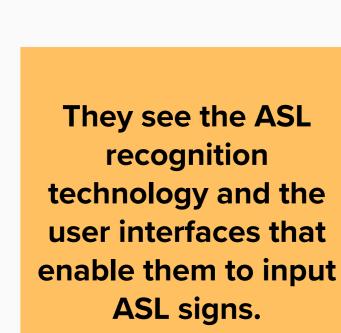
use the technology

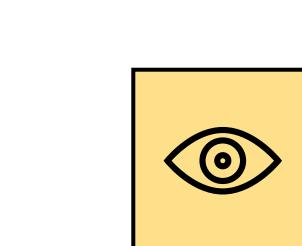
more effectively and





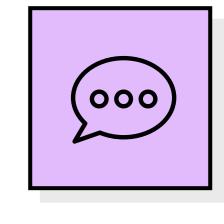






What do they SEE?

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?

ASL users
communicate
through sign
language, expressing
themselves through
gestures, facial
expressions instead
of spoken words.

We can envision ASL users expressing thoughts, emotions, and ideas through the rich and nuanced language of sign, communication in various contexts.

