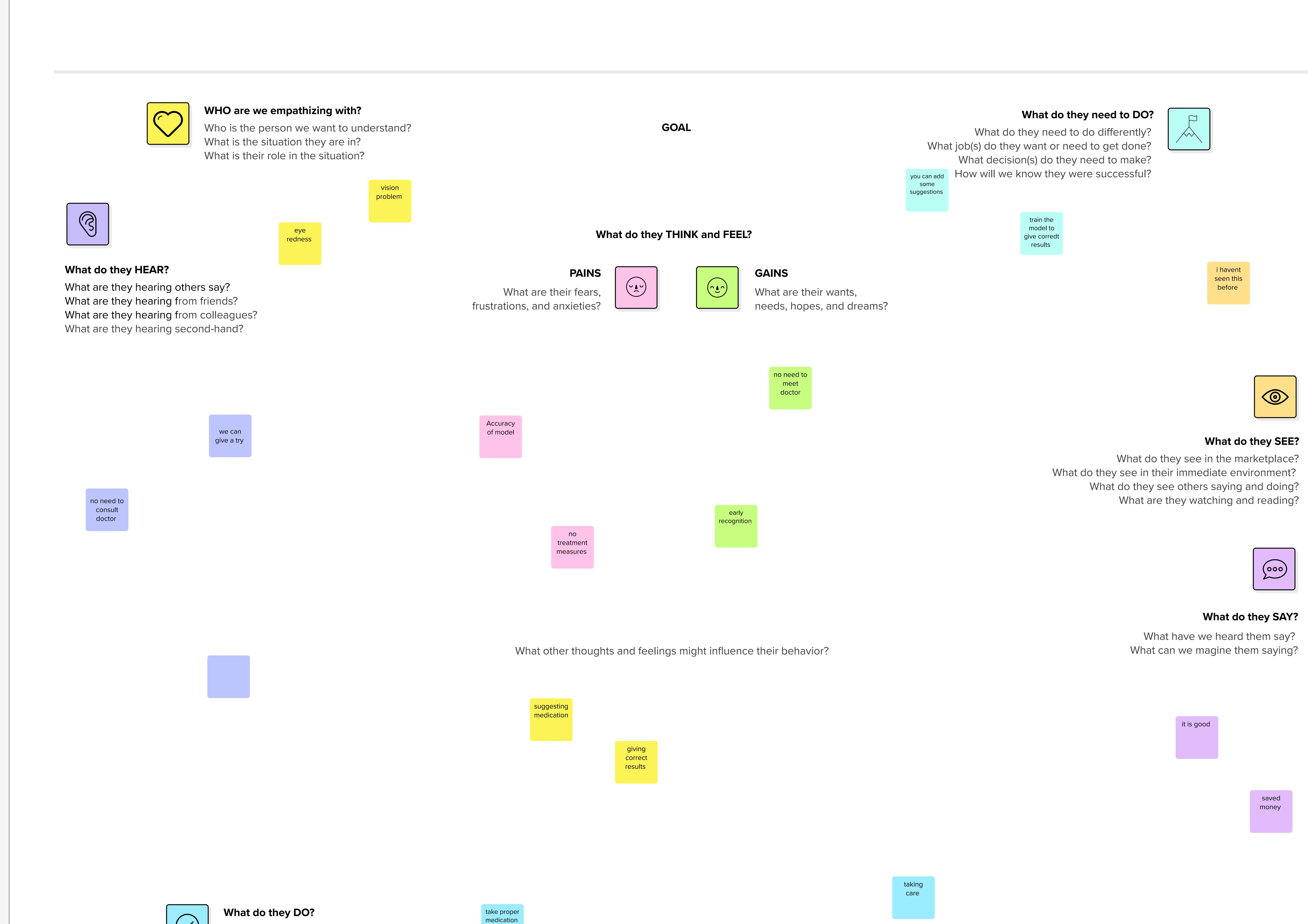
Empathy map canvas

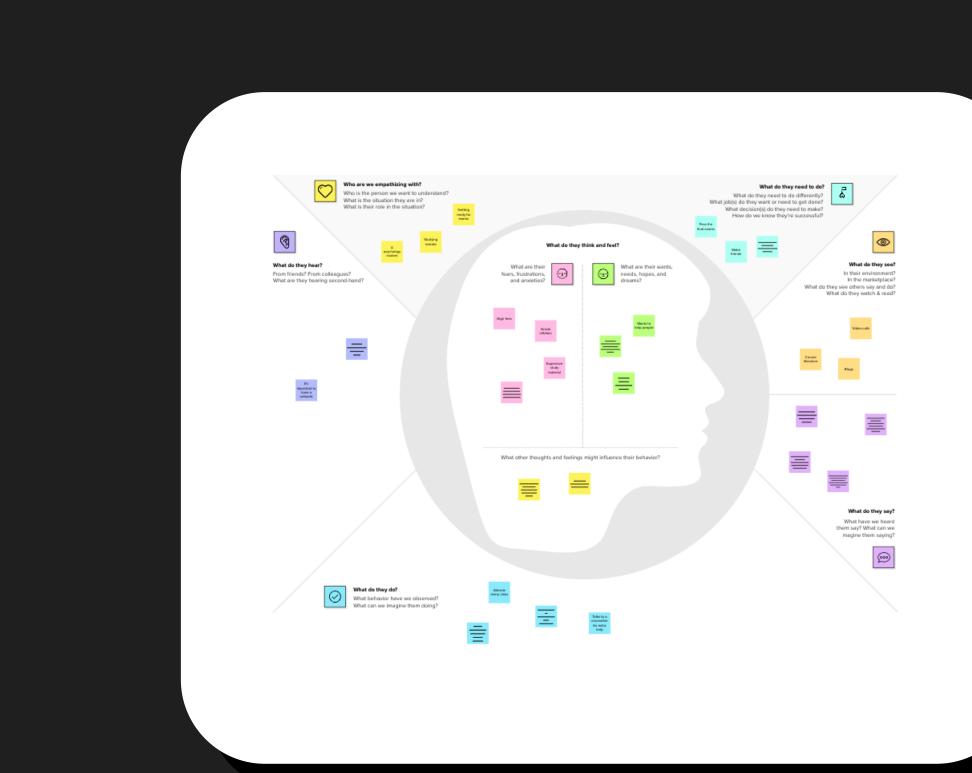
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

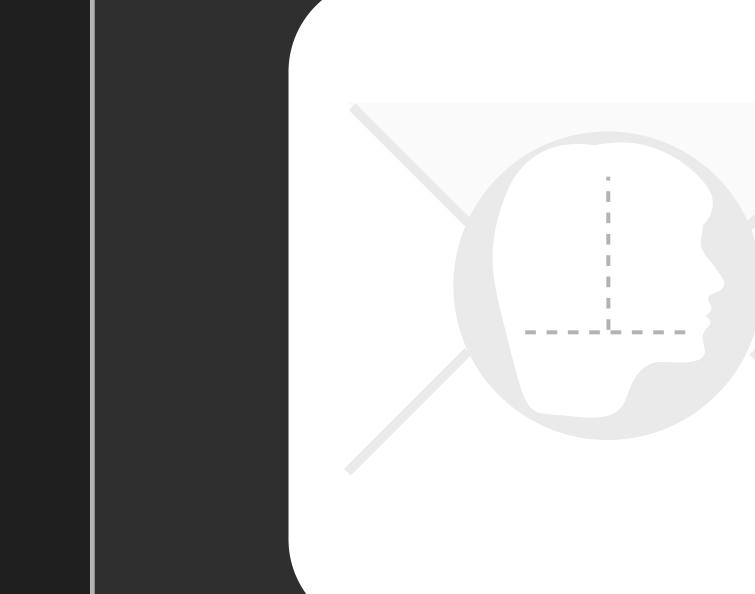
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

riginally created by Dave Gray











What can we imagine them doing?

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.

