

Ideation Phase Empathize & Discover

Date	20 February 2026
Team ID	LTVIP2026TMIDS65590
Project Name	calculating family expenses using service now
Maximum Marks	4 Marks

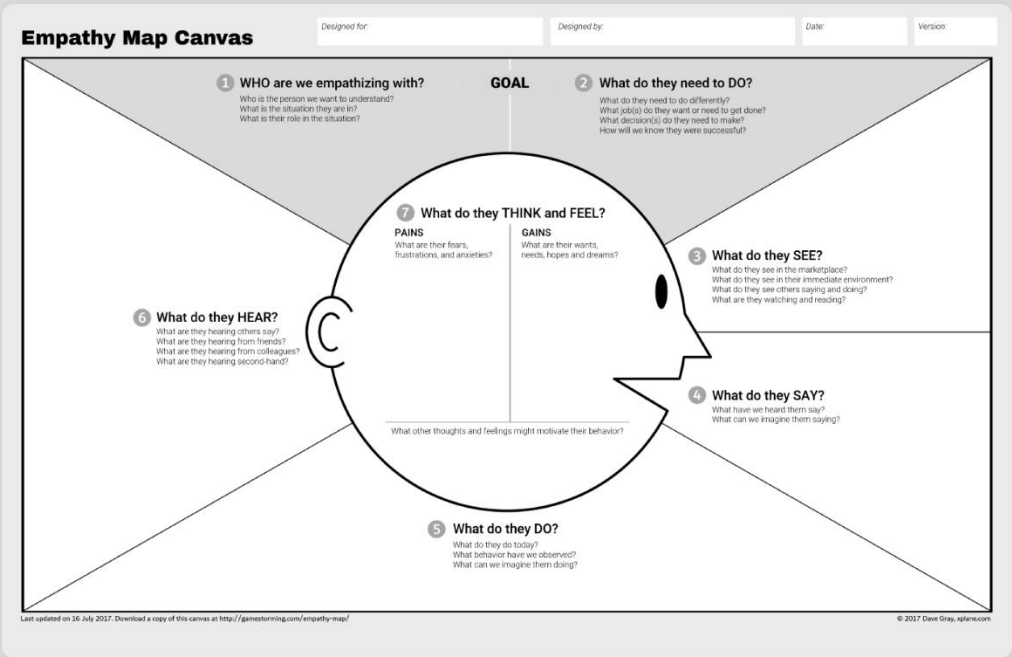
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



The image shows a template for an Empathy Map Canvas, which is a tool used in design thinking to understand a user's perspective. The canvas is shaped like a large envelope and is divided into several sections for notes:

- 1 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?
- 2 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?
- 3 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 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?
- 7 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?

At the bottom of the canvas, there is a line for "What other thoughts and feelings might motivate their behavior?".

Footer text: Last updated on 16 July 2017. Download a copy of this canvas at <http://gemotorming.com/empathy-map/> © 2017 Dave Gray, spleen.com