Template

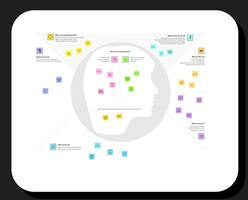
Empathy map canvas

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

XPLANE®

Chronic Kiney disease



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

CHRONIC KIDNEY DISEASE

WHO are we empathizing with?

Why this disease came to me?

GOAL

What do they need to DO?

What do they need to do cure this disease?

What decision(s) do they need to make?

What is the situation they are in?

What do they THINK and FEEL?

PAINS

Disadvandages of Chronic kidney disease

GAINS

Benefits of chronic kidney disease?

What is their role in the situation?

How to know that disease is cured?

Difficult to collect the data,Source constraints

Learn from the disease

Why I'm caused by this disease?

What do they SEE?

This disease will be continued in next generation?

Poor communication and inadequate planning

Experience of the project

What are the symptoms of these disease?

What do they SAY?

What are they watching and reading?

What the opinions from the doctor about this disease?

What other thoughts and feelings might influence their behavior?

Their doubt about the disease cure or not?

What do they see others saying?

What do they DO?

What can we imagine them doing?

What do they do today?

What behavior have we observed?