

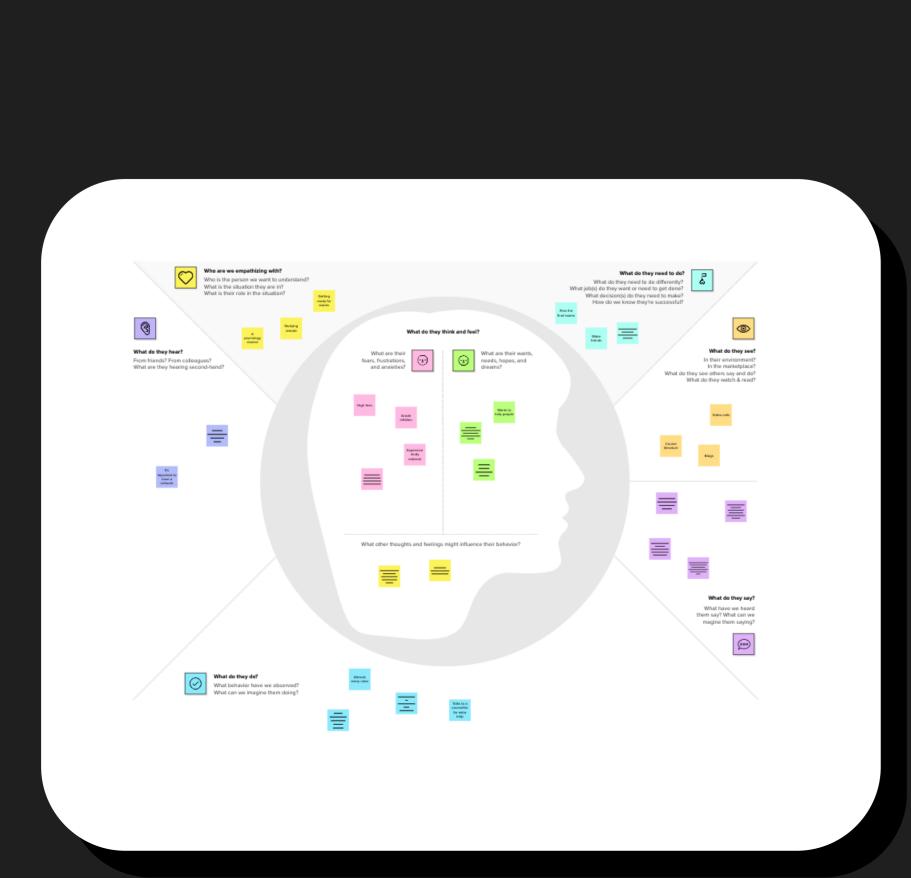
## Empathy map canvas

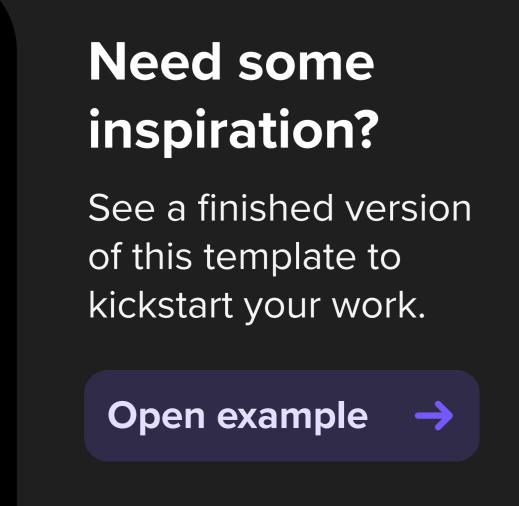
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

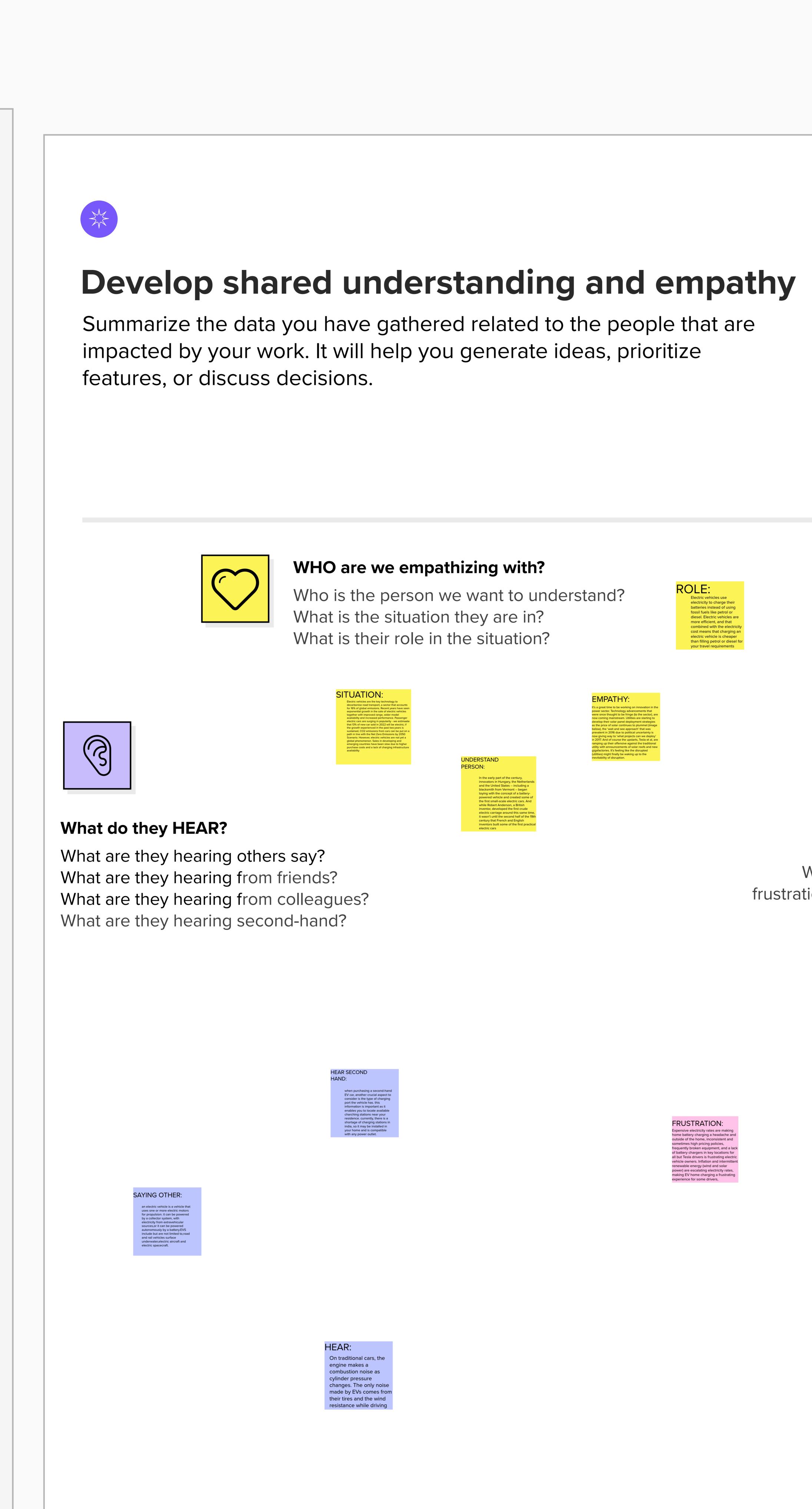
Originally created by Dave Gray at

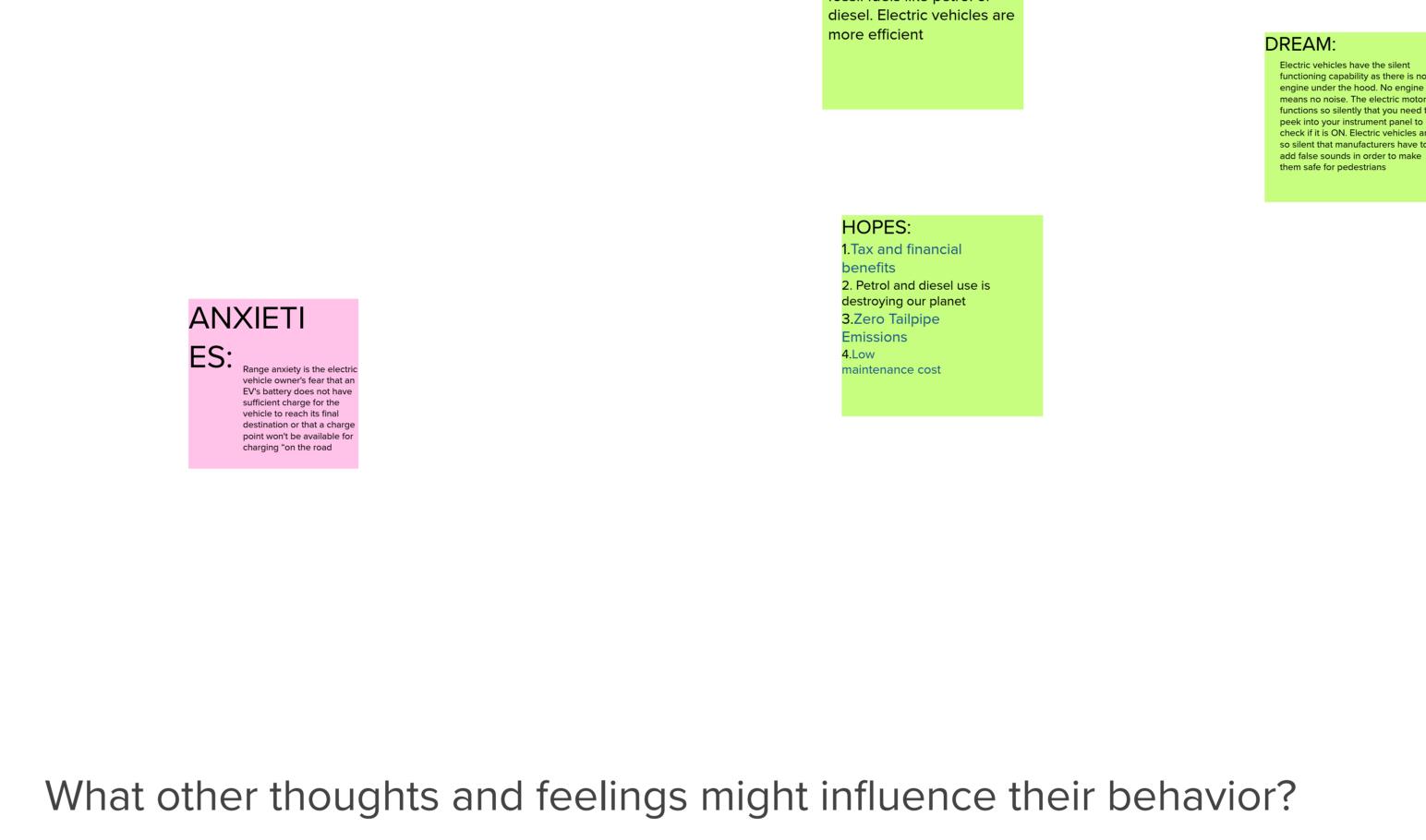
XPLANE ®

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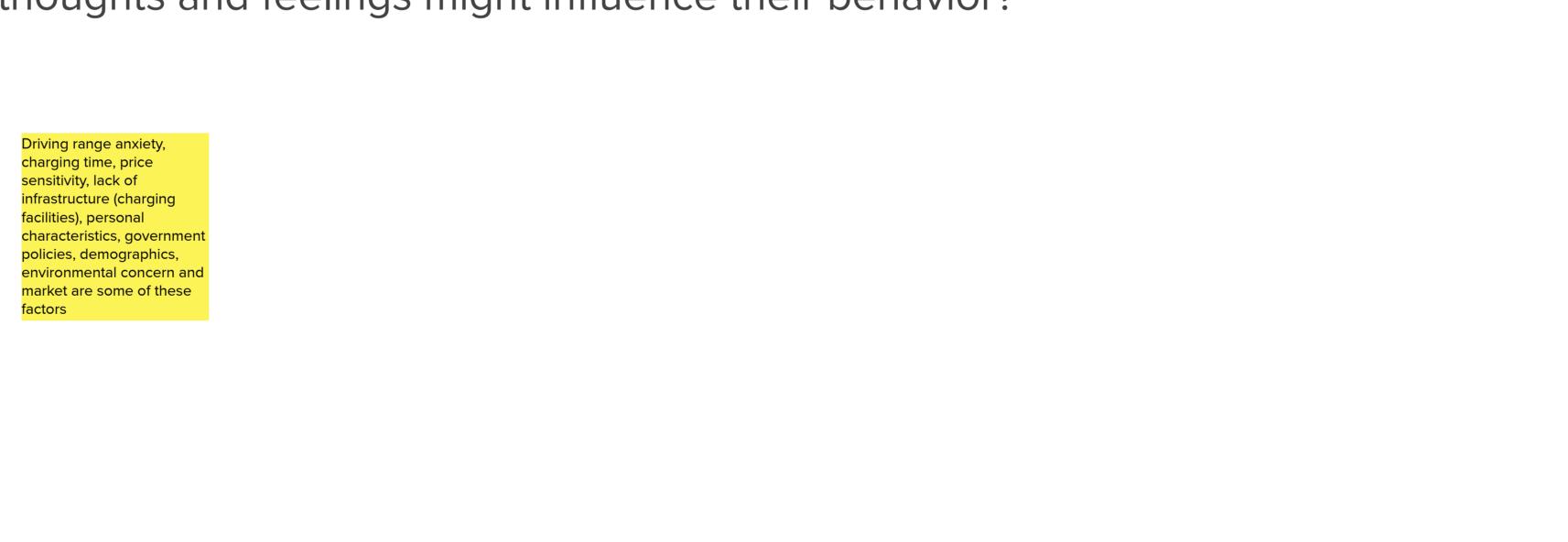
GOAL

What do they THINK and FEEL?

PAINS

What are their fears,

frustrations, and anxieties?



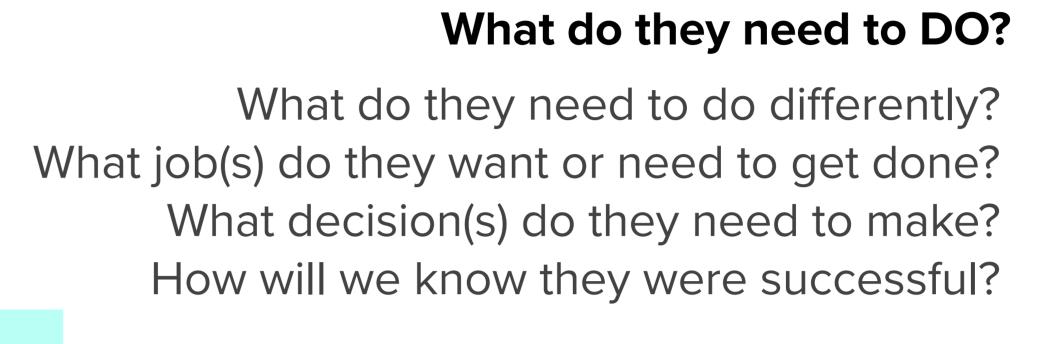
**GAINS** 

WANTS:
Electric vehicles use
electricity to charge their
batteries instead of using
fossil fuels like petrol or

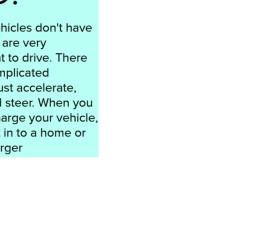
What are their wants,

needs, hopes, and dreams?



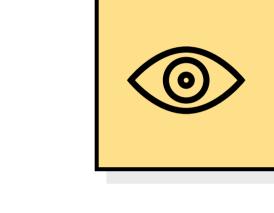


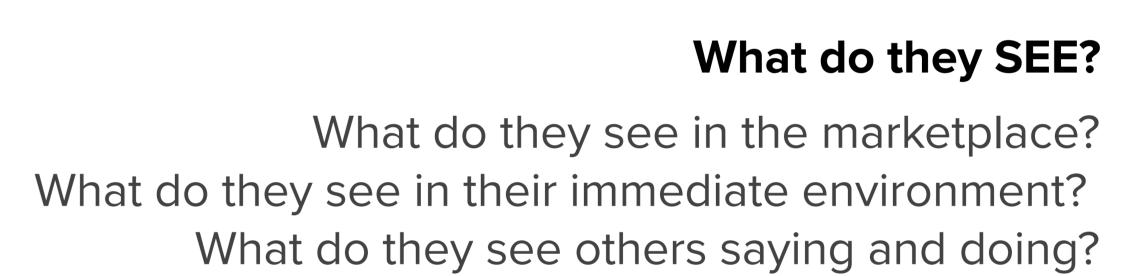






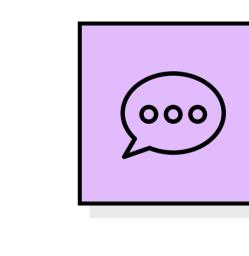






What are they watching and reading?

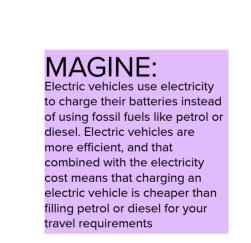


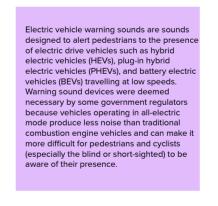


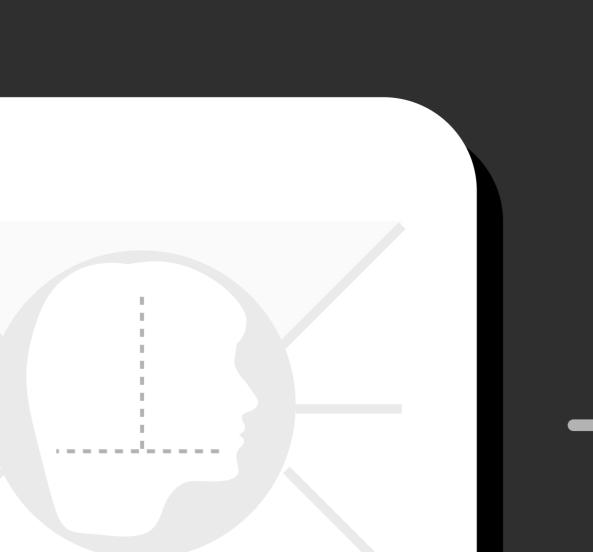
## What do they SAY?

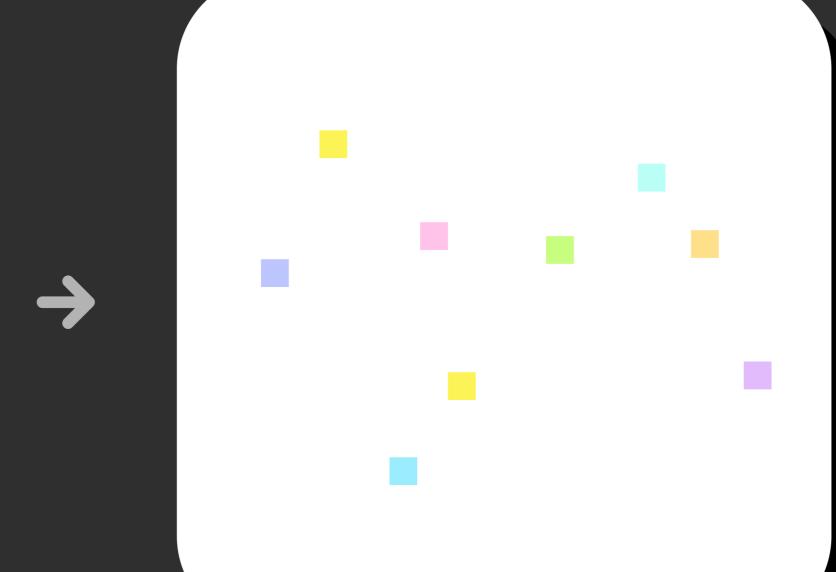
What have we heard them say? What can we magine them saying?











What do they DO?

What behavior have we observed?

What can we imagine them doing?

