

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.

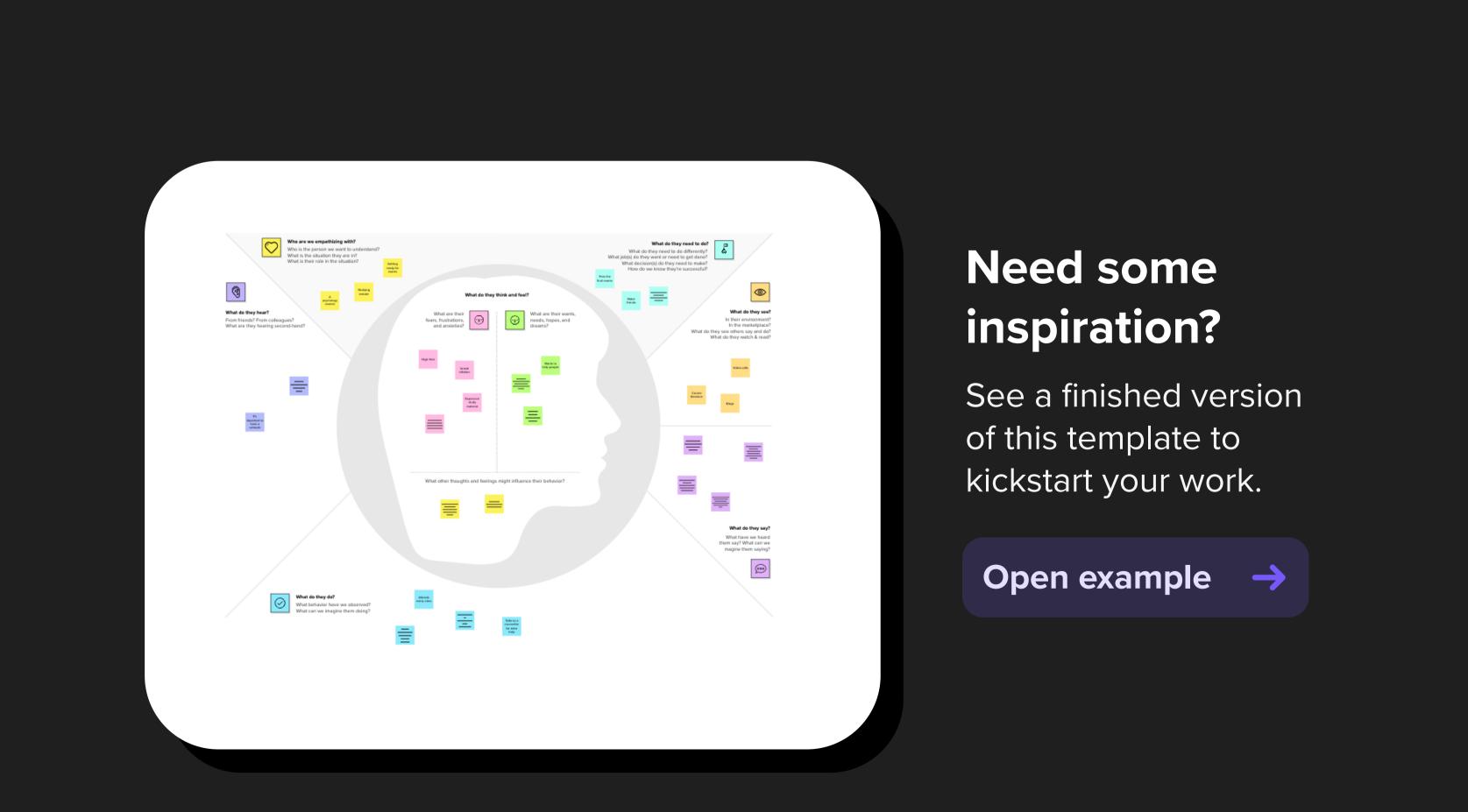
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WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

