Template

Empathy map canvas

1. Empathy Map Canvas on Vrogue.co – A clean, student-friendly version often used in academic settings.
2. Illustration Template Mockup – A more visual, illustrated version that's great for presentations or creative projects.
3. EdrawMax Template – A customizable canvas you can edit directly for your own user research.

Originally created by Dave Gray at

XPLANE®

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Develop shared understanding and empathy

To develop **shared understanding and empathy**, people should actively listen, consider others' perspectives, and communicate openly. These practices help build trust, reduce conflict, and create stronger, more compassionate connections in teams, communities, and everyday life.

WHO are we empathizing with?

people living in cities who want to make sustainable choices but often struggle with disconnected city services, lack of real-time info, and environmental concerns. The goal of the empathy map is to understand their needs so the smart city assistant can truly help improve their daily lives.

GOAL

What do they need to DO?

- Use real-time info to make greener choices
- Simplify how they interact with city services
- Track and improve their sustainability efforts

That's the essence of the "Do" section in the mpathy map for your smart city assistant. Want the other sections—like "Think" or "Feel"—summed up too?

What do they HEAR?

- Complaints from others about inefficient services
- Alarming news on climate and pollution
- Government or community updates on sustainability efforts
- Tips or chatter about eco-friendly tools and apps

What do they THINK and FEEL?

PAINS

- Overwhelmed by too many disconnected platforms.
- Limited access to real-time, localized data.
- Difficulty understanding how to make sustainable choices.

GAINS

- A single assistant that simplifies daily decisions.
- Personalized tips for greener living.
- Feeling empowered to contribute to a smarter, cleaner city.

Would you li

What do they SEE?

- Crowded streets, traffic jams, and delayed public transport
- Overflowing garbage bins or inefficient waste management
- Air pollution, smog, or heat due to urbanization
- Posters or billboards promoting environmental awareness
- Mobile apps and screens with city updates (if available)

What do they SAY?

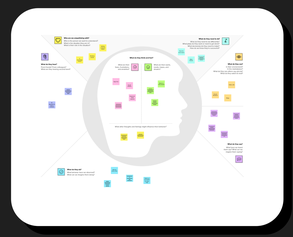
- This city needs to go greener, faster."
- "Why can't all services be in one place?"
- "I'd recycle more if it were easier."
- "Public transport is always late."
- "There should be an app for this!"

A sustainable smart city assistant helps citizens make eco-friendly choices using real-time data. It connects people with transport, energy, and waste services for more efficient city living. By promoting awareness and simplifying access, it supports a cleaner, smarter urban future.

What do they DO?

- Use multiple apps to manage transport, utilities, and news
- Avoid using public systems when they feel unreliable
- Share complaints or tips online or with neighbors
- Try to act sustainably—but often without the right tools or feedback
- Adapt their routines around traffic, pollution, and service delays

These actions show where the assistant can make life easier and greener. Want to move on to how they **feel** next?



Need some inspiration?

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

Open example