

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The Empathy Map Canvas is a tool for understanding a user's experience. It is structured as a large rectangle divided into seven numbered sections around a central face. The face is a simple line drawing with a large circle for the head, a smaller circle for the ear on the left, and a jagged line for the mouth on the right. The sections are as follows:

- 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 we want them to DO?**
What do we want them to do differently?
What behavior will we see if we are successful?
How will we know we were successful?
- 3 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?
- 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 THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?