

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large profile of a person's head facing right, divided into seven numbered sections for user research. The top of the head is shaded gray and contains sections 1, 2, and 7. The middle section is divided into 'PAINS' and 'GAINS'. The bottom section is section 5. The left side of the head contains section 6, and the right side contains sections 3 and 4. A horizontal line separates the top and middle sections. A vertical line separates 'PAINS' and 'GAINS'. A horizontal line separates the middle and bottom sections.

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 they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they 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?