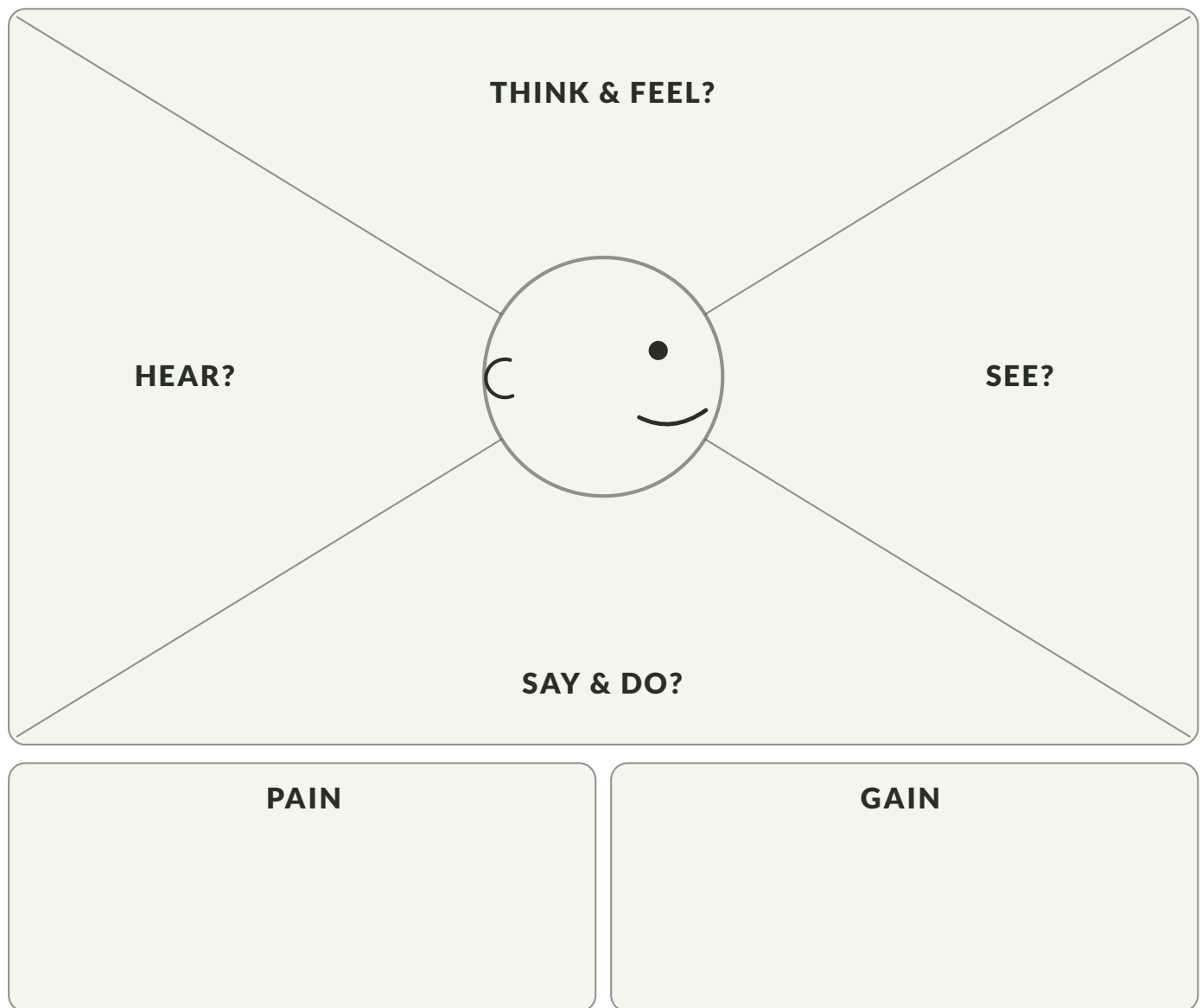


Empathy Map Canvas

A customer-understanding canvas: what one person thinks and feels, hears, sees, says and does - plus their pains and gains - on a single page. Origin: Dave Gray (XPLANE)



● **THINK & FEEL:** What really occupies their mind, and the emotions attached - worries, ambitions, the things they'd never say in a survey.

● **SEE:** What their environment shows them - the market, their feed, what competitors and peers visibly do.

● **PAIN:** Fears, frustrations and obstacles standing between them and what they want. Source from real complaints.

● **HEAR:** What they hear from friends, family, colleagues and voices they trust - the second-hand opinions shaping their view.

● **SAY & DO:** What they say out loud and what they observably do. Note the contradictions - the gap between the two is the insight.

● **GAIN:** What they want to get, feel or become - and how they measure success in their own words.