Empathy Mapping Canvas

PERSON

Who did we meet?

SAYS

- *Surprising statements*
- *Direct quotes.*

THINKS

- *What matters to the person?*
- *What did they have specific opinions about?*
- *Did they have specific suggestions or insights they shared?*

DOES

- *What role does this person have?*
- *What actions does the person take?*
- *What specific tasks do they perform?*

FEELS

- *What emotions did they identify from the emotions sheet?*
  - *Make sure to provide context for each emotion selected.*
- *What does this person get excited about?*
- *How do they feel about their experience?*

TheWork+Collective