

# empathy map

designed by Dave Gray

**An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers.**



## MATERIALS

- Empathy Map worksheet (one per participant)
- Flip chart paper
- Pens
- Markers

## INSTRUCTIONS

- 1) Divide staff and board members into seven teams.
- 2) Give each individual one copy of the Empathy Map worksheet.
- 3) Instruct each team to choose a recorder. This individual will record the team's responses on his/her worksheet and will report out to the larger group.
- 4) Assign one section (i.e. What are they seeing?") of the Empathy Map to each team. The team should discuss and respond to the questions on the worksheet.
- 5) Give the teams 20-30 minutes to populate their assigned section of the Empathy Map worksheet.
- 6) Ask the small teams to come back together to form the larger group.
- 7) Ask each team's recorder to share the team's response to the assigned section of the Empathy Map worksheet.
- 8) After all teams report out, pose the following questions to the group:

What surprised you?

Do our current programs align with what our clients need?

If not, what should we do differently?

# Empathy Map Canvas

Designed for: \_\_\_\_\_

Designed by: \_\_\_\_\_

Date: \_\_\_\_\_

Version: \_\_\_\_\_

## 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?

## GOAL

## 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?

## 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?

## 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?

## 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?

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?