

THE EMPATHY MAP CANVAS

STEP ONE: Context

WHO are you empathising with?



WHAT is the challenge you seek to empathise with?



★ what is empathy mapping?

a design-thinking technique to help deepen your understanding of your audience

STEP TWO: external

what do they SEE?



what do they SAY?



what do they DO?



what do they HEAR?



STEP THREE: internal

what causes their PAIN?



what could they GAIN?



use this assumption bucket - all ideas welcome!



infused with behavioural science

for more information:

www.hiddenvoicesheard.com



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what do they **SAY**?



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what causes their **PAIN**?



what could they **GAIN**?



1: CONTEXT - who

1. Who are you empathising with?

→ give them a NAME

→ where do they WORK?

→ how OLD are they?



1: CONTEXT - challenge

2. What is the challenge you seek to empathise with?

→ is it PROBLEM behaviour?

→ is it DESIRED behaviour?



2: EXTERNAL - do

→ Do they DO what they say?

→ If not, what do they ACTUALLY do?



2: EXTERNAL - hear

→ Whose VOICE do they hear the most?

→ Does it INFLUENCE them?



2: EXTERNAL - see

→ What does your audience see in their ENVIRONMENT, related to the challenge?

→ Describe specific VISUAL ELEMENTS they encountered

→ Imagine they are describing who they see to their friend... what WORDS would they use?



2: EXTERNAL - say

→ What do they SAY they are going to do with regard to their own behaviour in relation to the challenge?

→ Is it time specific?
Daily, weekly, seasonal?



3: INTERNAL - pain

Think of a moment when your audience felt FRUSTRATED or PAINED by this challenge.

What were the exact circumstances and how did it affect them EMOTIONALLY or PHYSICALLY?

→ what is their greatest FEAR in life?

→ what is their greatest FEAR in relation to this challenge?

→ what are they afraid of LOSING?



3: INTERNAL - gain

Reflect on a time when your audience achieved a POSITIVE outcome related to this challenge.

What were the circumstances and what specific benefits or positive feelings did they experience?

→ what do they GAIN from this problem behaviour - from not changing?

→ what do they gain from the DESIRED behaviour?

→ What are their IMMEDIATE gains?

→ what are their LONG TERM gains?

→ can they TASTE, SEE, FEEL their gains? How do they experience them? How do they become REAL every day?