

**UNDERSTANDING USERS**

Empathy Map Canvas

See one user's world the way they experience it

Use this when	You have research on a user type to synthesise
Time needed	30–45 minutes
Who's involved	Whoever gathered the research
You'll end up with	A shared, evidence-based picture of one user

How to use this canvas

An empathy map pulls everything you know about one type of user into a single view, from their point of view. It works best built from real evidence — interviews, support calls, watching people use the thing — rather than guesses. Fill one canvas per persona. The most useful insights often sit in the gaps between quadrants: what someone says versus what they actually do.

Who are we mapping?

*Name the persona or user type
— one per canvas*

Goal / situation

*What are they trying to get
done, and in what context?*

The canvas

SAYS <i>What have you heard them say out loud? Quotes, public statements.</i>	THINKS <i>What occupies their thoughts but goes unspoken? Beliefs, worries.</i>
DOES <i>What do they actually do? Observed actions and behaviours.</i>	FEELS <i>What emotions are at play, and how strongly? Fears, hopes.</i>
PAINS <i>Frustrations, obstacles, and risks they want to avoid.</i>	GAINS <i>Wants, hopes, and how they measure success.</i>

What surprised you?

Note any gaps — places where what they say doesn't match what they do. That tension is usually the insight.
