EMPATHY CANVAS

WWW.GARYFOX.CO

customer segment

profile

Project:

Date:

GOAL

1 **WHO** are we empathizing with?

2 What do they need to **DO**?

7

What do they **THINK** and **FEEL**?

PAINS

GAINS

3 What do they **SEE**?

What do they **HEAR**? 6

4 What do they **SAY**?

5

What do they **DO**?