Empathy Map Canvas

Companion to "Empathy Map"

30 TO 45 MINUTES

HOW TO USE THIS SHEET

1. Choose one person and name why you are doing this: improve communication, understand a struggle, or align expectations.
2. Think back to real moments with them, a meeting, a message, a feedback exchange, not a general impression.
3. Fill the four quadrants: Says and Does are what you observed; Thinks and Feels are what you infer from it.
4. Read the whole map: where do the quadrants agree, where do they contradict, where do you know nothing?
5. Close with one or two small, specific actions the map points to.

PERSON OR ROLE

WHY I AM MAPPING THEM

Says

actual phrases, close to verbatim

Does

what you saw them do, not what it means

Thinks

what is likely going through their mind

Feels

the emotional state underneath

WHERE THE QUADRANTS AGREE, CONTRADICT, OR GO BLANK

ONE OR TWO ACTIONS