

CITY OF MADISON

Fillable Empathy Map

This fillable form is based on Dave Gray's [Empathy Map Canvas](#). Individuals and teams can use it to gain a deeper insight into another person or group of people.

① **Who** are we empathizing with?



② What do they need to **Do**?

③ What do they **See**?

What do they **Say** and **Do**?

What do they **Hear**?



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④ What do they Think and Feel?

Pains: What are their fears, frustrations, and obstacles or barriers to overcome?

Gains: What are their wants, needs, hopes, and dreams?

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What other thoughts and feelings might motivate their behavior?

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