

# CUSTOMER EMPATHY CANVAS

Designed for:

Date:

Version:

## WHAT MAKES ME SMILE

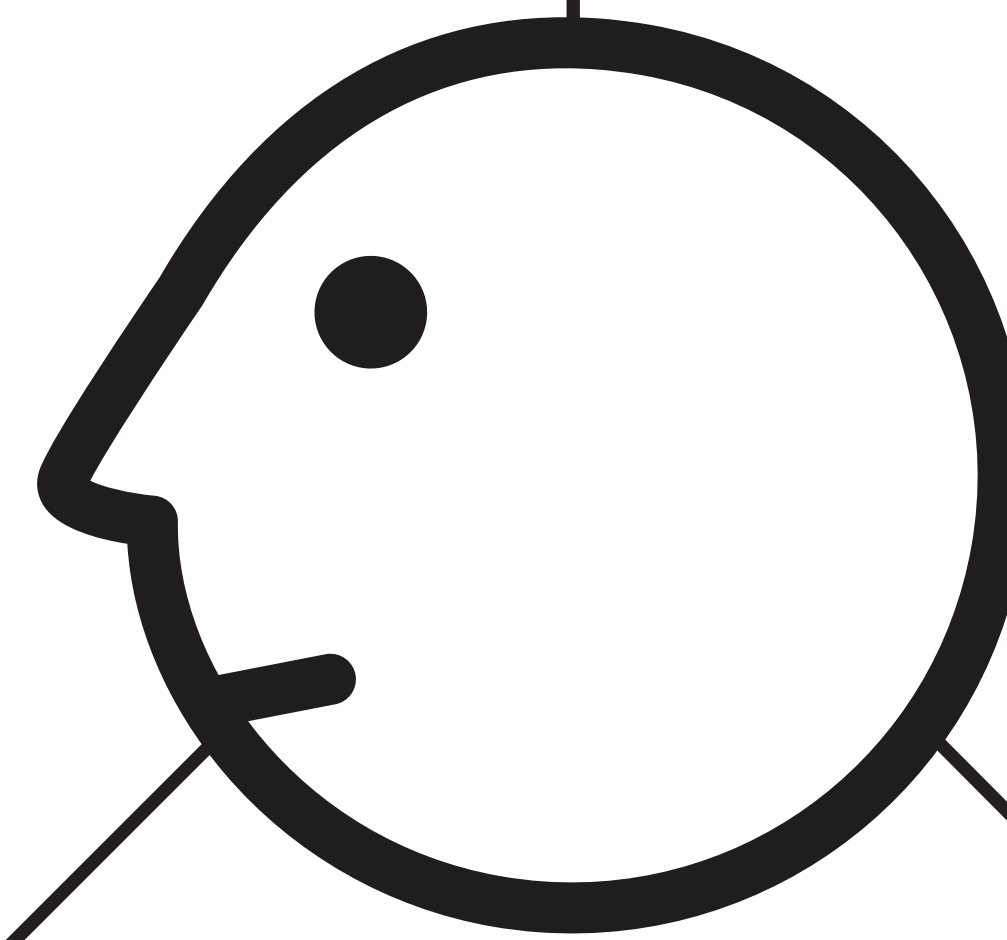
About the category

## PROFESSIONAL LIFE

## PERSONAL LIFE

## WHAT MAKES ME FROWN

About the category



## THE BASICS

Includes demographics and psychographics

## QUOTE

Should encapsulate the persona's attitude towards your product or service

## I NEED / I WANT STATEMENTS

What the customer personally needs from the category

## ATTITUDES TOWARDS TECHNOLOGY & SOCIAL MEDIA

