

## Who are we empathising with?

What is unique about them (age, gender, background etc)?

## What do we want them to do?

What decisions or actions do we want them to take?

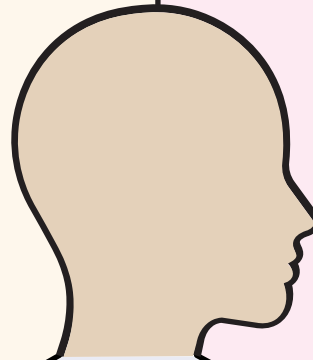
# EMPATHY MAP

## What do they see and hear?

How does the market / environment appear to them?  
Who influences them and how?

## What do they say and do?

How do they act around others (family, friends, colleagues, strangers)?  
Does this contradict how they think and feel?



## What do they think and feel?

What are their fears, frustrations and anxieties?  
What are their wants, needs, hopes and dreams?