EMPATHY MAP

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?
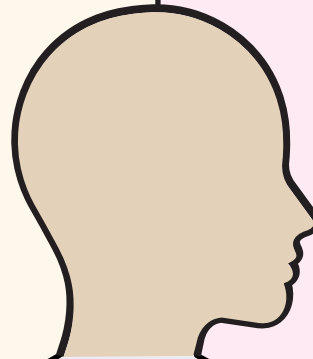
What do they see and hear?
How does the market / environment appear to them?
Who influences them and how?

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?