

# Empathy Map

OBSERVE

INQUIRE

LISTEN

INTERNAL

## SEE

How do they see their environment?  
Who do they interact with – friends/ family/  
colleagues/ associates?  
What types of offers are they exposed to on  
a daily basis?

## THINK/FEEL

What is really important to them – what really  
matters?  
Imagine their emotions. What moves them?  
What keeps them awake at night?  
What are their dreams and aspirations?  
Are there any potential conflicts between what they  
say and what they really think/feel?

EXTERNAL

## ACTIONS & BEHAVIOURS

What do they say and do?  
What is their attitude in public?  
What could they be telling others?  
What is their behavior to others?

## HEAR

What do their friends/family/colleagues say?  
Who really influences them?  
What do their influencers say?  
What media channels are influential? How?

## PAIN

What are their frustrations?  
What obstacles stop them achieving what they want?  
What risks do they fear taking?

## GAIN

What do they want to achieve?  
How do they measure success?  
What strategies might they use to achieve their goals?