



# EMPATHY MAP...

neu<sup>21</sup>

What do they  
**THINK & FEEL?**  
What really counts...  
Major preoccupations...  
Worries & aspirations...

What do they  
**HEAR?**  
What friends say...  
What boss says...  
What influencers say...

What do they  
**SEE?**  
Environment...  
Friends doing...  
What the market offers...

What do they  
**SAY & DO?**  
attitude in public  
appearance  
behaviour toward others

What is their  
**PAIN?**  
Fears, frustrations, obstacles...

What do they  
**VALUE?**  
Wants / needs, measures of success...