

# Empathy map



## Says

What have we heard them say?  
What can we imagine them saying?

I was  
expecting  
something  
different .

What brand  
do you like?

What is size  
is best?



## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

I want  
something  
awesome

Maybe this  
isn't the best

What else  
am I  
missing?

**Tech pro solutions**

Check the  
web site

Make small  
decisions

compares  
product

Over -  
whelmed

Excited

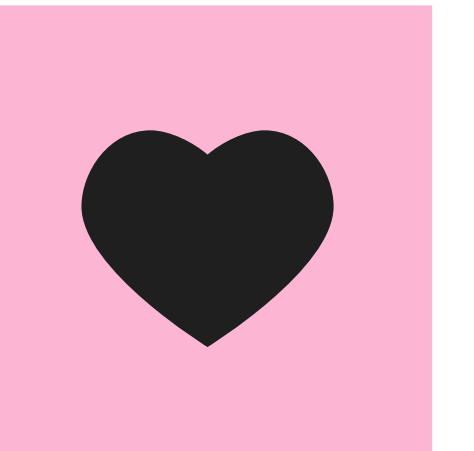
Fear

Usure who  
to trust



## Does

What behavior have we observed?  
What can we imagine them doing?



## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

[See an example](#)