



Says

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



Thinks

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

Empathy mapping is a team process that helps you to identify the thoughts and feelings of a particular group usually customers on a specific issue.

An empathy map is a tool that helps you discover how you target audience thinks, feels, and behaves so you can better understand their wants & needs.

behaviours are our actions or the ways in which we present ourselves to others.

our thoughts and feelings influence our behaviour, choices, and ultimately.

what they say, what they do, what they think, what they feel.



Type your paragraph...



Persona's name  
Short summary of the persona

anxiety is often connected with overstimulation from a stressful environment or threat.

life experiences family, culture, friends, life events.

imaginations is not a crime.

said, did, thought, and felt.

imagination is an extension of prediction.



Type your paragraph...



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?