

Says

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

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



Thinks

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

Type your paragraph...

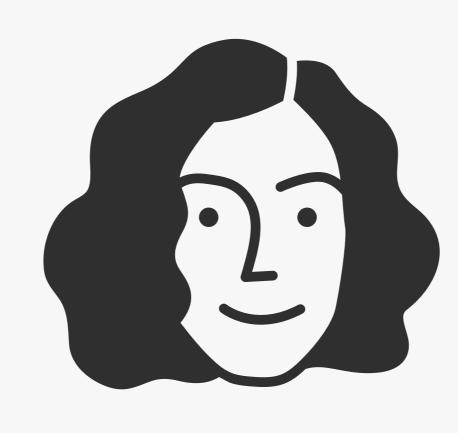


what they say, what they do, what they think, what they feel.

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.



Persona's name

Short summary of the persona

said, did, thought, and felt.

Type your paragraph...

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

> imaginations is not a

life experiences family, culture, friends, life events.

Feels

imagination is an extension of prediction.

crime.

Does

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



