Empathy Map

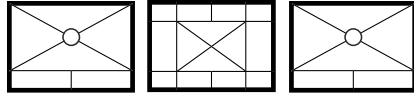**EMPATHY MAP**
Identifying stakeholder behaviour

Project name:

Designed for:

Stakeholder:

Designed by:

Day | Month | Year

Version

what does (s)he
THINK & FEEL?
What really counts
Major preoccupations
Worries & aspirations

what does (s)he
HEAR?
What friends say
What the boss says
What influencers say

what does (s)he
SEE?
Environment
Friends
What the market offers

what does (s)he
SAY & DO?
Attitude in public
Appearance
Behaviour towards others

PAINS
fears
frustrations
obstacles

GAINS
"wants"/needs
measures of success
obstacles