Empathy map (Plan a Staff Party) Will it arrive How much Will all the How long I on time? time left? members come? have to wait? Where should What is the I start? best product? Cheap or Expensive? Is this expensive? What do you Anything think? Missed? SAYS THINKS DOES FEELS Make shopping Confusesd Make Lists Anxious **Budgets** Compare Compare Satisfaction Products **Prices** Nervous Make Visit and Confirm Excitement Calls Venue