

# EMPATHY MAP

## HEAR

- What friends says
- What boss says
- What influencers say

## SEE

- Environment
- Friends and Family
- What the market offers



## SAY & DO

- Attitude in public
- Appearance
- Behaviour towards others

## THINK & FEEL

- What really counts
- Major preoccupations
- Worries & aspirations

Pain

Fears

Success

Gain