

Empathy Map

Hearing: What does this person hear from authority figures, the media, the public and family and friends?	Name:	Seeing: What does this person see around them?
Doing: What does this person spend their time doing?		Saying: What is this person's attitude in public?
<div>What causes them major worries?</div> <div>What makes them happy?</div>		
Pain: What are their fears and frustrations?		Gain: What do they want and need?