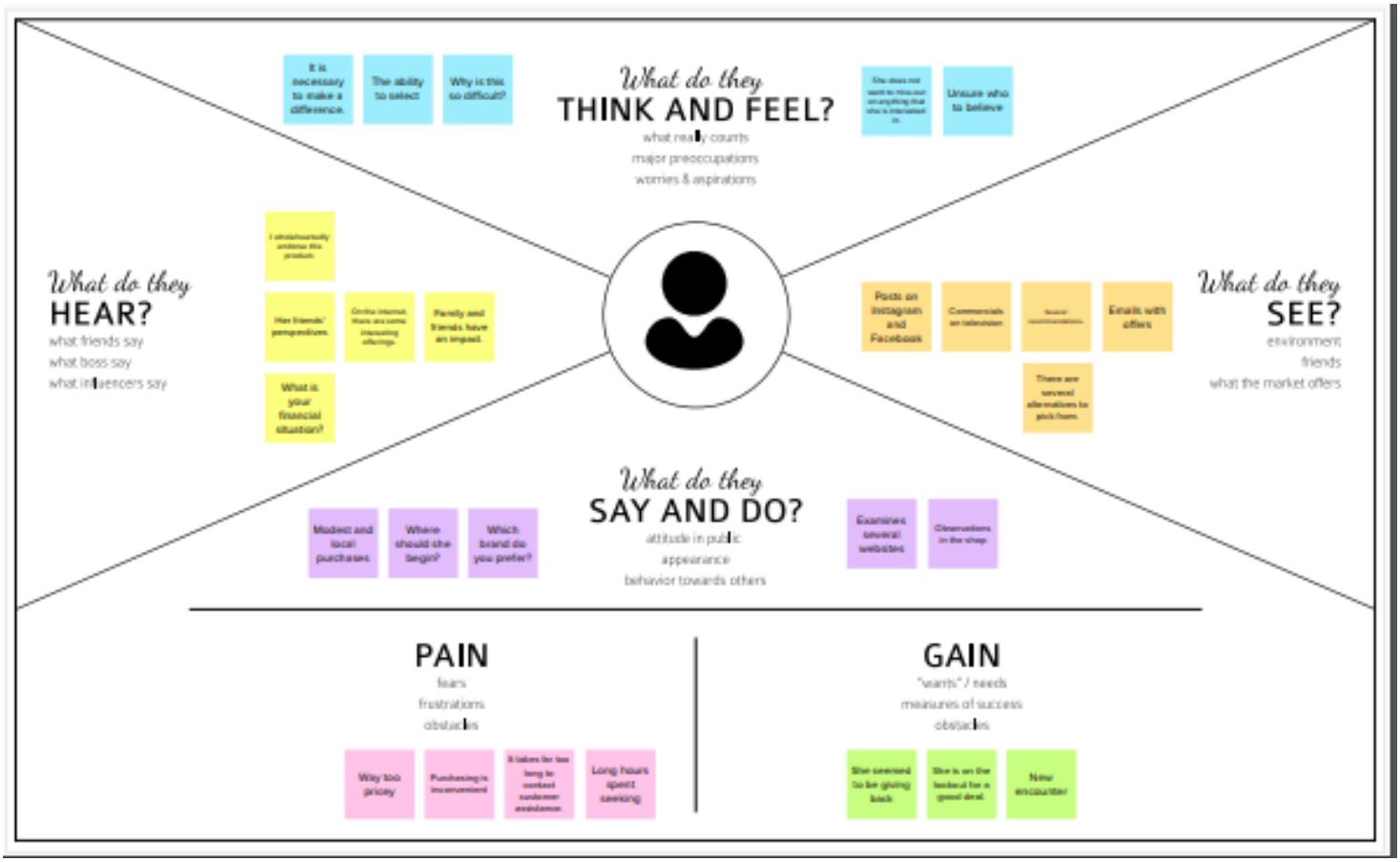
Empathy Map


What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
It is necessary to make a difference.
The ability to select
Why is this so difficult?
Unsure who to believe
What do they
HEAR?
what friends say
what boss say
what influencers say
Family and friends have an impact.
What is your financial situation?
What do they
SEE?
environment
friends
what the market offers
Posts on Instagram and Facebook
Emails with offers
What do they
SAY AND DO?
attitude in public
appearance
behavior towards others
Modest and local purchases
Where should she begin?
Which brand do you prefer?
Examines several websites
PAIN
fears
frustrations
obstacles
Way too pricey
Long hours spent seeking
GAIN
"wants" / needs
measures of success
obstacles
She seemed to be giving back
She is on the lookout for a good deal.
New encounter