Empathy Map

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Will this work?

Is this efficient?

Is this going to improve anything?

What do they HEAR?

what friends say
what boss say
what influencers say

It is not worth the investment

This might make work easier

It is a possible solution to the problem

What do they SEE?

environment
friends
what the market offers

a tool that helps with analysis

a project that makes the work easier for me

a innovation that can make transportation through train a popular choice

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

This can be improved more

Will think about using this

This is the solution that is needed

PAIN

fears
frustrations
obstacles

Is this worth the time and money?

Can it actually work in the field without any problems?

Is it going to work properly?

GAIN

"wants" / needs
measures of success
obstacles

Makes work easier

Easy to track ports

An improvement from existing systems