What do they think & feel?

About us, their life, career, aspirations. May be things they don't say out loud.

What do they hear?

From us, people in their environment, colleagues, friends, family, trusted advisors, the media.



Parents with young kids (Donors)

What do they see?

Online, in the media, in their environment.

What do they say & do?

About us, their life, career, aspirations. May be contradictory to what they think & feel.

Pain points

The main frustrations, obstacles, concerns, or worries emerging from this map

Gain points

What do they gain from interacting with (Organisation)? How do we address their pain points?