

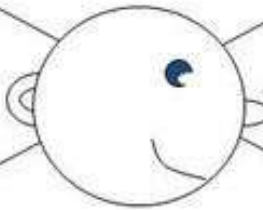
# Empathy Map

## THINK & FEEL?

- Life is constant battle between work that is affirming, rewarding, and creative with the fact that there are few avenues to create art sustainably long term
- Having a lot of varied experiences and not being "trapped" in a mundane life cycle matter most to him

## HEAR?

- Influencers speak through successful work; not interested in the academic side of things as much as production of cultural significance
- Friends are hyper-literate and he must keep up culturally to understand their references
- If not his own boss, he works with people he's comfortable addressing as peers



## SEE?

- Photographic eye makes him very attuned to environment and aesthetic surroundings
- Market is all about discernment, both in being picky about careers and what he consumes
- Selective group of close friends that he trusts their opinions

## SAY & DO?

- Strong opinions and unafraid to make value judgments
- Concerted attempt to cultivate a "non-traditional" look and individual style
- Generally not confrontational, but will defend topics of interest vigorously

## PAIN

- Impressive work by peers just as likely to make him doubt his own skills as it is to inspire him
- Frustrated by having to compromise artistic vision to fit commercial goals in industry
- Obstacles include lack of viable careers

## GAIN

- Needs fulfillment through unrestricted creativity and autonomy in life
- Measure success by opinions of respected peers and his own sense of worth
- Prestige weighs more than monetary success