Empathy Map

EMPATHY MAP
Identifying stakeholder behaviour
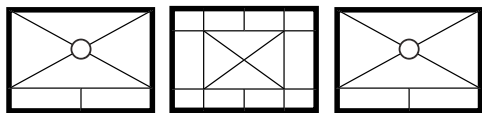
Project name:	
Designed for:	

Stakeholder:	
Designed by:	

Day	Month	Year
Version		

what does (s)he THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations

- It is a time consuming task
- How to maintain stocks in an inventory
- Feel that is requires high maintenance

what does (s)he HEAR?

What friends say
What the boss says
What influencers say

- Reduce time and effort
- Owner command "are the work manageable"
- It ensure enough stock is present
- Whether you are managing the product
- Pre-ordering of products

what does (s)he SEE?

Environment
Friends
What the market offers

- Stock detail
- Top selling items
- check notification in e-mail
- Exclusive daily offers and gifts

what does (s)he SAY & DO?

Attitude in public
Appearance
Behaviour towards others

- Where should I start purchase
- Compare price of the product
- Continuous monitoring
- I am ready
- Let's move forward

☹ PAINS

fears
frustrations
obstacles

- Costly to switch
- Stocks not available in market
- Manual error

GAINS ☺

"wants"/needs
measures of success
obstacles

- Support those around you
- More time for personal choice
- Larger profit
- Time management