Empathy Map What do they THANK and FEEL? Is it work for both WII as well as Brent Is It accurate & How accurate trust worthy? will the crude? What do they SEE? What do they HEAR? prediction be? Customer satisfaction Impressive Most recommended Accurate What do they SAY and DO? prediction Reasonable & Friendly PAHIS GAMS *Generate more sales & profit *More competitors *Increased capital requirements *Saves time *Compromised quality *Reach new customers