

EMPATHY MAP

WHAT DOES HE THINK AND FEEL?

- What really counts?
- What preoccupations?
- Worried and aspirations?

WHAT DOES HE HEAR?

- What friends says?
- What boss says?
- What influencer says?

WHAT DOES HE SEE?

- Environment
- Friends
- What organization offer



WHAT DOES HE SAY AND DO?

- Attitude in public
- Appearance
- Behaviour towards others

PAIN

- Frustration
- Fear
- obstacles

GAIN

- Measur
- Fear
- obstacles