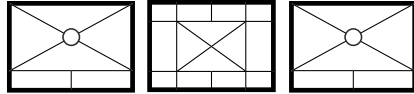


# Unnamed

## EMPATHY MAP

Identifying stakeholder behaviour



Project name:

Stakeholder:

Day

Month

Year

Designed for:

Designed by:

Version

what does (s)he

# THINK & FEEL?

What really counts  
Major preoccupations  
Worries & aspirations

what does (s)he

# HEAR?

What friends say  
What the boss says  
What influencers say

what does (s)he


# SEE?

Environment  
Friends  
What the market offers

what does (s)he

# SAY & DO?


Attitude in public  
Appearance  
Behaviour towards others



# PAINS

fears  
frustrations  
obstacles

# GAINS



“wants”/needs  
measures of success  
obstacles

Designed by

**EVENT DESIGN** *collective*

2018 EVENT DESIGN COLLECTIVE GMBH

EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY

[www.eventcanvas.org](http://www.eventcanvas.org)

**version 20180621**

Source: adapted from XPLANE