Unnamed

EMPATHY MAP
Identifying stakeholder behaviour
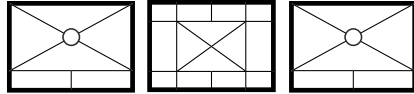
Project name:	Stakeholder:	Day	Month	Year
Designed for:	Designed by:	Version		

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
W hat 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

version 20180621
Source: adapted from XPLANE