



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

what do they see
in their
environment that
triggers spending
behavior?

"We're looking for
ways to improve
our business."

this could be
advertisements
,products,trends,or
lifestyle choices.

what are the
target customers
thoughts and
emotions related
to their spending
behaviour?

Are they
cautious,impulsive,price -
sensitive,or vau-e-driven?

what
messages,conversatins,or
opinions do they hear from
friends,family,that mght
influence their spending
decisions?



Persona's name

Short summary of
the persona

what actions
do customers
taken when
engaging with
the market?

Do they exhibit
specific
behaviours that
indicate their
spending
patterns?

How do they
research
products,compare
optins,and make
purchansing
decisions?

creating an empathy
map for your target
audience can help
uncover insights that
guie marketing
strategies, product
development growth
opportunities.

It provides a
deeper
understanding of
customer
behaviour beyond
just raw data

how do
customers feel
about the
current market
offerings?



Does

What behavior have we observed?
What can we imagine them doing?

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels