THE EMPATHY MAP

Customer Perspective

What does he/she

think and feel?

What really counts?
Major preoccupations?
Worries and aspirations?

What does he/she

hear

Attitude in public?
Appearance?
Behavior toward others?

What does he/she

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Environment? Friends? What the market offers?

What does he/she

say and do?

Attitude in public?
Appearance?
Behavior toward others?

Pain

fear, frustration, obstacles, ...

Gain

Wants/needs, measures of success, obstacles, ...