Empathy Map
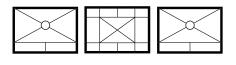
EMPATHY MAP
Identifying stakeholder behaviour

Project name:

Designed for:

Stakeholder:

Designed by:

Day | Month | Year

Version

I think I could get more discounts

I would pay more if there was a good offer

at does (s)ho

K & ...L?

I find it very expensive to talk on the phone

I am unhappy

at really cou

Major preoccupations

W...tions

My husband pushed me so chose this service provider

I think and feel

Instagram/ Facebook posts

The fee will change 2000

Hear

See

I receive newslatters

Environment

Friends

I cannot keep my number if I change my provider

Say and do

W ha

TV Commercial

I know it's very easy to change a package

I change my phone every year

I talk a lot on the

I pay my bills regularly

🙁 PAINS

fears
frustrations
obstacles

Find the phone bill very expensive

It takes too much time to take is the customer service

She wants to be accessible for her family

She would like to more Internet

GAINS 🙂

"wants"/needs
measures of success
obstacles