



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?

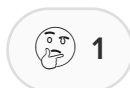
Says : What the user says , including their statements , quotes , and feedback

Try to empathize with your customers' emotions and thoughts.

This could be feedback from reviews, comments on social media, or customer support inquiries

List down what your customers are saying about your product or service

The user's inner thoughts , beliefs , and motivations .



marketing service

The actions the user takes , both observable behaviors and interactions .

The user's emotional state , including their hopes , fears , and frustrations .

This includes their spending behavior, what products they purchase, and how often. Analyze their interactions with your brand, such as website visits, email opens, and clicks

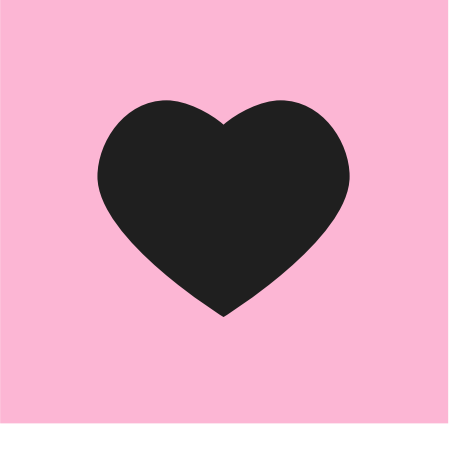
Empathy maps are often used in product development , marketing , and user experience design to gain a deeper understanding of the target audience and create more user - centric solutions .

What are their aspirations, fears, and motivations when it comes to your product or industry? Understanding their mindset is crucial.



Does

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



Feels

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