




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?



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EMPATHY MAP

ESTIMATION OF BUSINESS EXPENSES

we are opening a new book shop

It is useful for students and public

It is one the best business

To invest good amount of money

To earn up to 50,000 to 80,000 per month by investing the amount in the field of book shop

If it is located near by schools and college area then one can expect high sales per day

Open a book shop in the vicinity of a college

Aim to increase the customer

To sell the books for best prices

Customer are learning book improve the knowledge

Customer will feel more valued and satisfied of their business expense

Sell the book for customers satisfaction and happy to customer



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?