**Empathy Map – Customers**

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| **WHO are we empathizing with?** |  |
| **What do they need to DO?** |  |
| **What do they SEE?** |  |
| **What do they SAY?** |  |
| **What do they DO?** |  |
| **What do they HEAR?** |  |
| **What do they THINK and FEEL?** |  |