

Empathy Map

Thinks	Feels	Says	Does	Pains	Gains	How They Solve This Today	Why THIS User Will Pay
"I want real work, not scams or sketchy DMs."	Anxious about safety and exploitation	"Agencies are outdated but I don't know another way."	Applies to agencies despite reservations	High agency commissions with low value return	Control over their career and bookings	Join agencies despite distrust	They already spend money trying to stay safe and visible
Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond
"Agencies feel like the only option, but they take too much and don't protect me."	Frustrated by lack of transparency	"I've heard horror stories from other models."	Responds to brand DMs on Instagram	Safety risks tied to unverified opportunities	Direct access to legitimate brands	Use Instagram as a booking platform	They value tools that reduce risk and wasted time
Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond
"I don't want to put myself in unsafe situations just to get booked."	Pressured to say yes to bad opportunities	"I just want direct communication with brands."	Uses multiple platforms inconsistently	Power imbalance favoring agencies and brands	Verified and safer opportunities	Rely on informal networks	They want professionalism without exploitation
Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond
"Why is it so hard to tell what opportunities are legit?"	Isolated and unsupported	"I wish there was something safer for independent models."	Googles photographers and brands for legitimacy	No centralized system for verified work	Fair pay without extreme middleman cuts	Accept risk as "part of the industry"	They want professionalism without exploitation
Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond
"I need something that helps me look professional without selling control of my career."	Hopeful that a better system should exist	"I'm tired of guessing who to trust."	Accepts unpaid or underpaid work to build experience	Difficulty building credibility without representation	A professional presence without agency dependency	Overwork themselves to stay visible	
Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	Erika Bond	
			Relies heavily on word-of-mouth and social proof	Emotional burnout from constant self-promotion	Clear data showing what works and what doesn't		
			Erika Bond	Erika Bond	Erika Bond		