# Empathy Map

This worksheet helps us understand customers and how we can help them achieve their goals.

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| **Think and Feel** What really counts? What are their major preoccupations? What are their worries and aspirations? |
| **Hear**  What do they hear in the media and advertising? What do their friends and family say? What do their bosses, and other influencers say? |
| **See**  What is their home environment like? What is their work environment like? Who are their friends and coworkers? |
| **Needs**  Why do they need this? What needs does this already address? What do they need to learn to use this? |
| **Challenges**  What obstacles do they need to overcome? What fears are blocking them? What frustrations are causing friction? |