

THINK

What are their goals & challenges?

- ✓ Economic growth
- ✓ Regulatory hurdles
- ✓ Market expansion

**SEE**

What do they observe?

- ✓ Business environment
- ✓ Competitors' growth
- ✓ Government policies

Business Owner: EMPATHY MAP: BUSINESS OWNER

HEAR

What do they hear?

- ✓ News on regulations
- ✓ Trade policies
- ✓ Investment climate

**EXPERIENCE****HIGH ECONOMIC FREEDOM**

- ✓ Innovation & Growth
- ✓ Access to Markets
- ✓ Success & Expansion

LOW ECONOMIC FREEDOM

- ✗ Bureaucratic Delays
- ✗ Limited Opportunities
- ✗ Stagnation & Frustration



Empathy Map Canvas

Designed for:

Unassigned

None

Version

