

THINK

What are their goals & challenges?

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



SEE

What do they observe?

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



FEEL

How do they feel?

- ✓ Hopeful for opportunities
- ✓ Frustration with barriers



HEAR

What do they hear?

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

**Business Owner:
EMPATHY MAP:
BUSINESS OWNER**

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:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is the problem or challenge they face?

GOAL

2 What do they need to DO?

What do they need to do to solve the problem?
What do they want or need to get done?
What do they want to do to solve the problem?
What do they want to do to solve the problem?

7 What do they THINK and FEEL?

PAINS

What are their fears?
What are their frustrations?

GOALS

What are their hopes?
What do they want to achieve?

3 What do they SEE?

What do they see in the world?
What do they see in the environment?
What do they see in the people around them?
What do they see in the future?

6 What do they HEAR?

What are they hearing from others?
What are they hearing from the world?
What are they hearing from the people around them?
What are they hearing from the future?

4 What do they SAY?

What do they say to others?
What do they say to the world?
What do they say to the people around them?
What do they say to the future?

5 What do they DO?

What are they doing?
What are they doing to solve the problem?
What are they doing to solve the problem?
What are they doing to solve the problem?