Answering the questions in the empathy map allows you to visualize your potential customers as real people with real needs, and enables you to meet those needs more efficiently.

**Think & Feel**

What is the situation they are in?

**See**

What do they see around them? What influences/messages do they see?

**Say and Do**

What have we heard them say? What do they do for a living?

**Hear**

What are they hearing from others like friends and colleagues?

**Gain**

What are their wants, hopes and dreams?

**Pain**

What are their fears and anxieties?

