

Empathy Map

HEARING: What does this person hear from authority figures, the media, the public and family and friends?

WHO IS THIS PERSON?

SEEING: What does this person see around them?

DOING: What does this person spend their time doing?

SAYING: What is this person's attitude in public?

MAJOR WORRIES?

WHAT MAKES THEM HAPPY?

PAIN: What are their fears and frustrations?

GAIN: What do they want and need?