

## WHO

Who are we empathising with? What is their role and persona?

## GOAL

What is their aim? What are they trying to achieve?

## HEAR

What do they hear? What should they hear?

## SEE

What do they see? What should they see?

## GAINS

Wants, needs, hopes and dreams

THINK & FEEL

## PAINS

Fears, anxieties, frustration and worry

## SAY

What do they say? What do they want to say, but don't?

## DO

How do they behave? What can we imagine them doing?

What other thoughts, feelings, motivations, incentives, or distractions are they experiencing?

What actions or changes are you going to take as a result of this empathy map?