

Empathy map

Title:

Date:

Version:

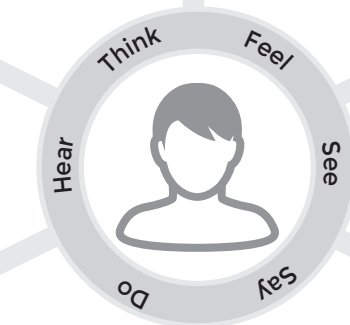


Preoccupations
Ambitions
Needs
Priorities

What motivates him/her
What he/she fears
Expectations

What friends say
What boss says
What news say
What influencers say

Environment
Friends
Places
People



Actions
Attitude in public
Appearances
Behaviors

Positivity
Comments
Critics
Arguments

Pain

Fears, obstacles, frustrations

Gain

Wants/needs, measures of succes