

EMPATHY MAP

PRINT and DESIGN you own EMPATHY MAP

Empathy Map

Designed for: Designed by: Date: Version: **GOAL** WHO are we empathizing with? What do they need to DO? Responsabilidades Customer profile... do Cliente... He see... What do they THINK and FEEL? **PAINS GAINS** What do they SEE? He see... Gain 1 Pain 1 6 What do they HEAR? Gain 2 He hear... He hear... Pain 2 What do they SAY? He say... He say... What do they DO? He do... He do...





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Designed for: Designed by: Date: Version: **GOAL** WHO are we empathizing with? What do they need to DO? Who is the person we want to understand? What do they need to do differently? What is the situation they are in? What job(s) do they want or need to get done? What decision(s) do they need to make? What is their role the situation? How will we know they were successful? What do they THINK and FEEL? **GAINS PAINS** What are their wants, needs, What are their fears, What do they SEE? frustations and anxieties? hopes and dreams? What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and coming? What are they watching and reading? What do they HEAR? What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand? What do they SAY? What other thoughts and feelings might motivate their behavior? What have we heard them say? What can we imagine them saying? What do they DO? What do they do today? What behavior have we observed? What can we imagine them doing?

Original version: Dave Gray, Xplane.com



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