

# EMPATHY MAP



## Thinking/Feeling

What really matters? What are this person's worries and concerns?

Persona  
Vital Statistics

Doing  
What does this person do? Where do they go? What is their behaviour?

Draw a picture

## Seeing

What does this person see around them?

## Saying

What is this person say?

## Hearing

What does this person hear around them? What do people say to them?

## Pain

Fears, frustrations, obstacles

## Gain

Wants/needs, measures of success