

# Empathy Map

## Who do you want to empathise with?

Who are they?  
How well do you know them?

## Why do you want to empathise with them?

Why is it important you understand them better?  
What do you want to be able to do better based on this understanding?

## What do they hear?

What and who influences them?  
What do they hear others saying?

## What do they see?

What do they see/have they seen?  
What behaviours do they see others doing?



## What do they think and feel?

What are their attitudes, beliefs, feelings – positive and negative?

## What do they do?

What actual behaviours have you observed from them?  
What behaviours have you not seen (that you'd like to see)?

## What do they say?

What do they say?  
What do they not say (that you'd like/expect them to)?

## Pains

What are their main frustrations, obstacles, challenges or concerns?

## Gains

What are their wants and needs?  
What are their goals? What does success look like?