EMPATHY MAP

Think?

(What really counts / Aspirations)

Feel?

(Worries / Appreciates)

Name:

Hear?

(Influences)

See?

(Environment)

Say?

(Public Attitude)

Quote:

Do?

(Actual Behavior)

Pain

(Fears / Frustrations / Obstacles)

Basic Demographics

Location:

Gender:_____ Age: _____

Education: _____

Status: _____

Social status:_____

Gain

(Wants / Needs / Measure of Success)