

# Empathy Map



## Think & Feel?

What Really Matters  
What mindset do they have  
Worries & Aspirations

## Hear?

What Friends Say  
What Family Say  
What Peers Say  
What Coworkers Say  
What Influencers Say



## See?

Environment  
Social Media  
Cultural Aspirations  
What the Market Offers

## Say & Do?

Apperaance  
Attitude Towards Others  
Behaviour Towards Others

## Pains

Fears  
Frustrations  
Obstacles

## Gains

Wants & Needs  
Measure of Success  
Goals