

# Empathy Map

**TARGET CUSTOMER**  
*Describe customer demographics*

## DO

*What do they want to accomplish?  
What does their day look like?  
What interests do they pursue?  
How do they interact with their environment?  
What tools do they use?  
How do they socialize?*

## SAY

*Who do they talk to?  
What do they talk about?  
What language do they use?  
How do they say things – what attitude do they have?  
What does their environment say?*

## GAINS

*What job are they trying to accomplish?  
What is their goal?  
What does success look like to them?*

## THINK/FEEL

*What motivates them?  
What makes them feel good?  
What makes them feel bad?  
What frustrates them?  
What attitudes do they have?*

## PAINS

*What are their fears and frustrations?  
What obstacles/challenges do they face?*

## SEE & HEAR

*What do they work with?  
Who do they work with?  
Who do they listen to?  
What does their environment look like?*