Empathy Map

What does she **THINK AND FEEL?**
- How does she experience being appreciated?
- What really matters to her?
- What occupies her thinking?
- What are her worries/aspirations?
- Emotionally, what moves her?

What does she **SEE?**
- What does her environment look like?
- Who are her friends?
- Where does she work?
- What things influence her?
- What problems does she encounter?

What does she **HEAR?**
- Which media channels are influential?
- How does she socialize?
- How does she access information?
- What do friends, family and influencers say that impacts her thinking?

What does she **SAY AND DO?**
- What is her attitude towards others?
- What image does she portray?
- What does she talk about with colleagues?
- What does she do in her spare time?
- What does her day look like?

What does she **PAIN**
- What fears, frustrations, obstacles does she face?
- What boundaries does she need set?

What does she **GAIN**
- What is she hoping to get? What does success look like / how does she measure success?

Name your patron: ___________________