

CUSTOMER EMPATHY MAP

1

Think & Feel

What really counts, major preoccupations, worries and aspirations

2

Say & Do

Attitude in public, appearance, behaviour towards others

3

Hear

What friends say? What bosses say? What influencers say?

4

See

Environment, friends, what the market offers

5

Pain

Fears, frustrations, obstacles

6

Gain

Wants/needs, measures of success, obstacles



WHAT DOES THE CUSTOMER: