

# EMPATHY MAP WORKSHEET

For Understanding Your Audience’s Motivations

1. WHO are we empathizing with?

- Who is the person we want to understand?
- What is the situation they are in?
- What is their role in the situation?

2. What do we want them to DO?

- What do they need to do differently?
- What job(s) do they want/need to get done?
- What decision(s) do they need to make?
- How will we know they were successful?

3. What do they SEE?

- What do they see in the marketplace?
- What do they see in their environment?
- What do they see others saying?
- What do they see others doing?
- What are they watching and reading?

4. What are they SAYING?

- What have we heard them say?
- What can we imagine them saying?

5. What do they DO?

- What do they do today?
- What behavior have we observed?
- What can we imagine them doing?

6. What do they HEAR?

- What are they hearing others say?
- What are they hearing from friends?
- What are they hearing from colleagues?
- What are they hearing second-hand?

7. What do they THINK & FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

Designed for:

Designed by:

Date:

Version:

