

Customer empathy map

Team

1 **Thinks and feels?**
Personal priorities, major preoccupations, worries and aspirations...

4 **Sees?**
Environment, friends, what the market offers...

2 **Say and do?**
Attitude in public, appearance, behaviours towards others...



5 **Pains?**
Fears, frustrations, obstacles, challenges, frustrations...

WHAT DOES THE CUSTOMER:

3 **Hears?**
What do friends say? What does the boss say? What do influencers say?

6 **Gains?**
Wants, needs, measures of success, key obstacles...

About this tool

The "Customer Empathy Map" helps you to provide a basis for identifying the needs of the customer and opportunities for the

project. It is a tool for the synthesis of information on the customer through visualisation of what she/he says, does, thinks and feels. This tool also provides you with an

understanding of possible situations arising from the context, behaviour concerns and even the aspirations of the user.