Customer empathy map

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

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

WHAT DOES THE CUSTOMER:

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

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

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

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