

Empathy Map

Persona: [Who are we empathizing with?]

SAYS

What have you heard them say — out loud, in interviews, in reviews?

Use direct quotes where possible.

THINKS

What occupies their thoughts? What matters to them that they might not say out loud?

Worries, aspirations, doubts.

DOES

What do they actually do today? Actions and behaviors you can observe.

Note where words and actions conflict.

FEELS

What is their emotional state? What excites them, what frustrates them?

Name the emotion + its trigger.

PAINS

Fears, frustrations, and obstacles standing between them and what they want.

GAINS

Wants, needs, and measures of success. What does "better" look like to them?

