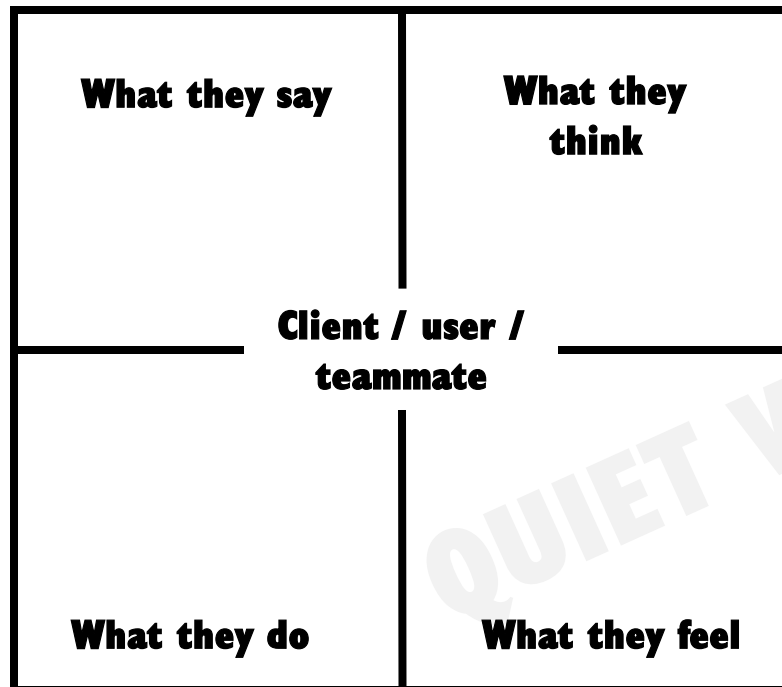


KNOW YOUR USER/ CLIENT

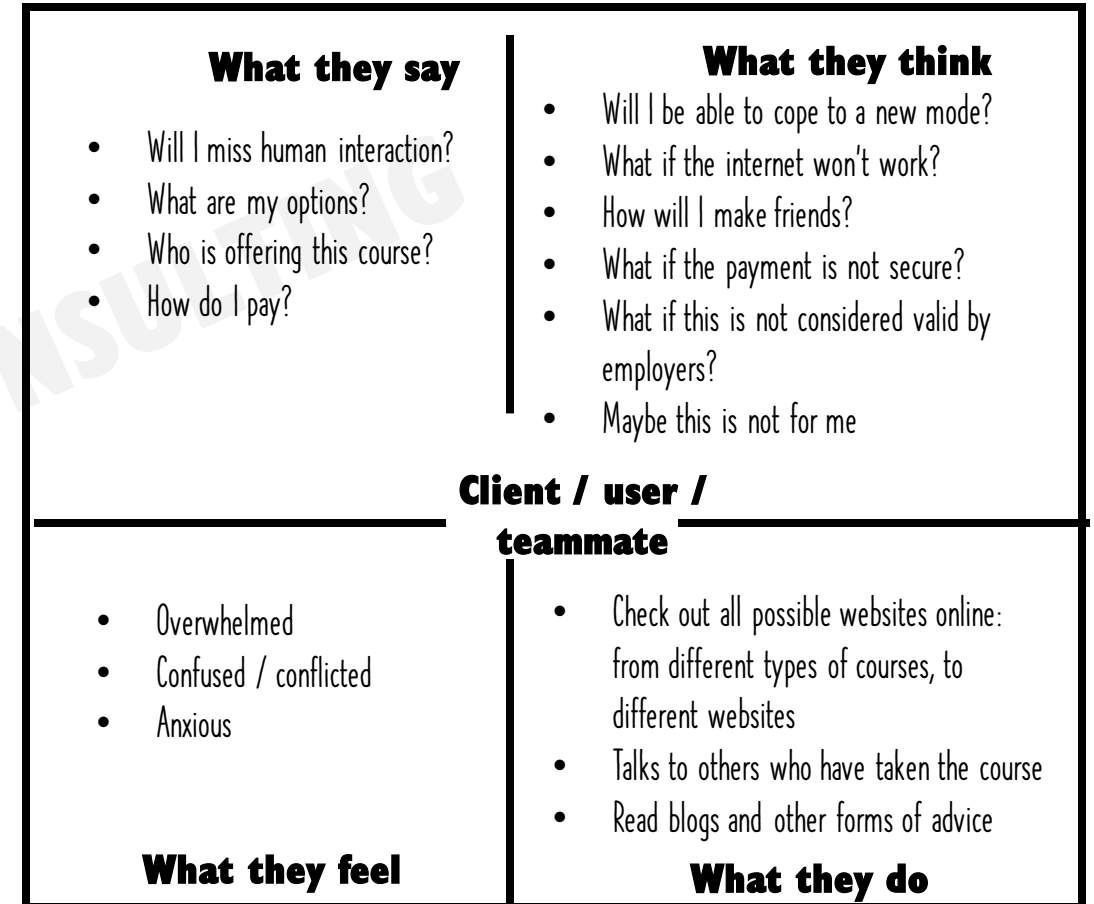
An empathy map allows you to understand your user / client / persona in one snapshot.
It allows you to develop a deeper understanding of your target audience.

EMPATHY MAP

At its simplest, the map has 4 quadrants - says, thinks, does and feels.
Within each quadrant, you are free to add more layers, more elements to gain a deeper understanding of your target audience.



EXAMPLE: Enrolling for an online course for the first time

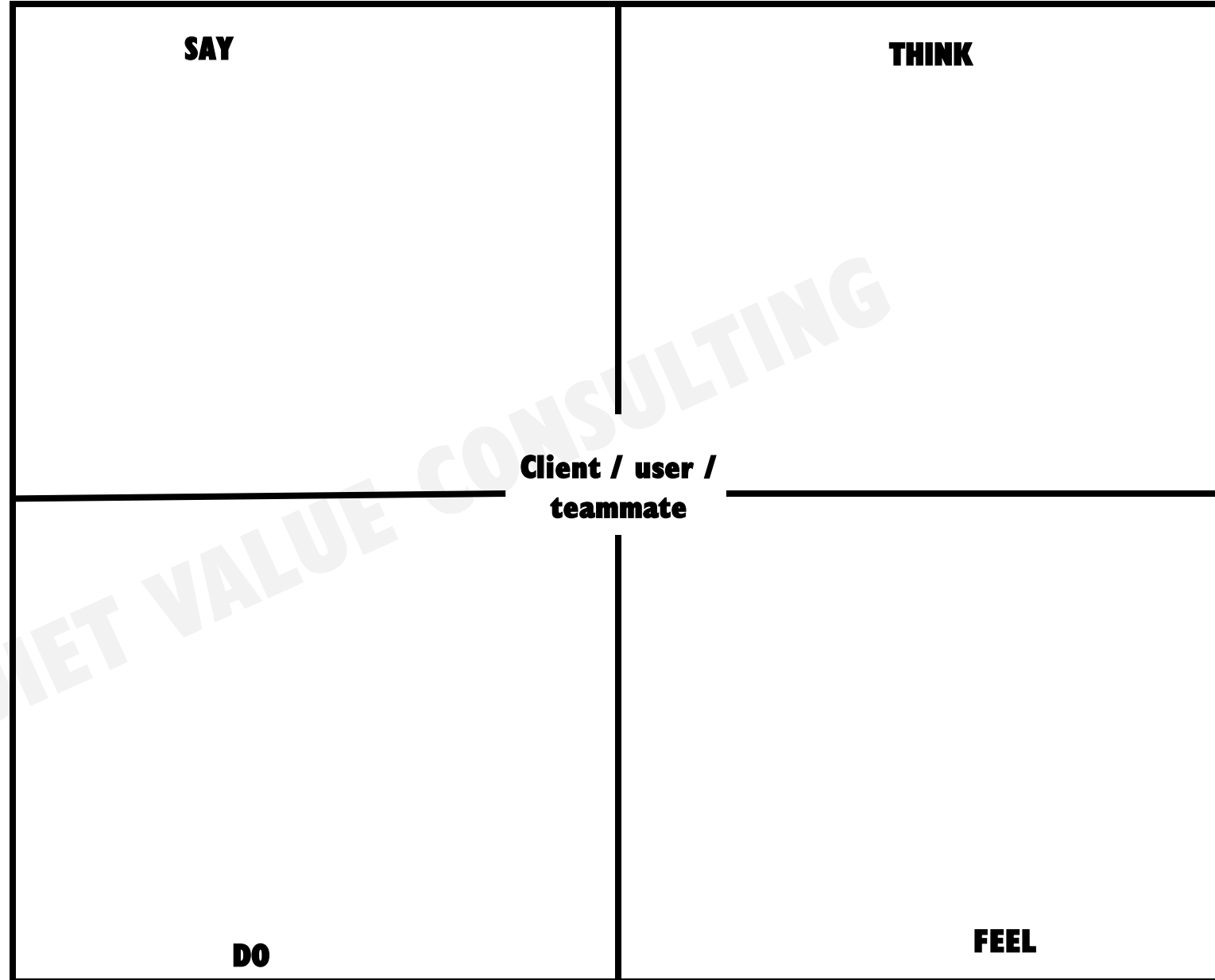


TIP: Try using it on yourself, with regards to your role in your organization. Or as a group exercise with other teammates. It helps you develop a deeper, more objective understanding of yourself and others!

KNOW YOUR USER/ CLIENT

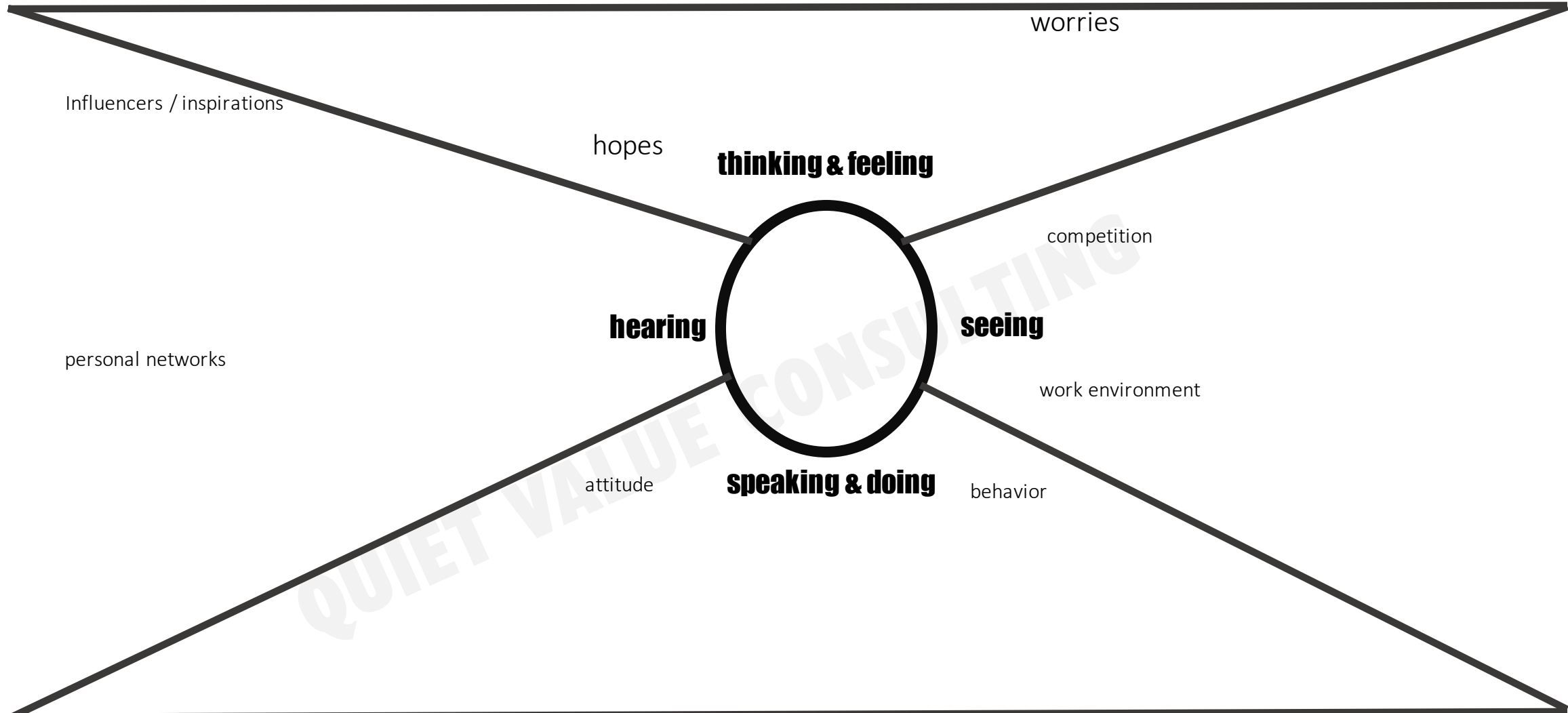
EMPATHY MAP

TEMPLATE STYLE 1: BASIC



Empathy map

PROBLEM / ISSUE:



fears

pains

impediments

achievements

gains

goals