Empathy Map Worksheet

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 or 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 immediate 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?

What other thoughts & feelings might motivate their behavior?