

# Empathy Map Worksheet

Designed for: \_\_\_\_\_

Designed by: \_\_\_\_\_

Date: \_\_\_\_\_

Version: \_\_\_\_\_

**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?

