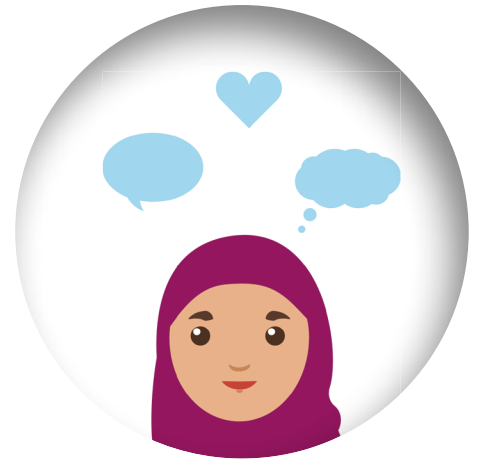


Empathy map



Pain

What would make this person unhappy?

Think and feel

What is important to this person? What do they worry about?

Gain

What would make this person happy?



Say and do

How would this person like to behave and how does that measure up against their actions on a day-to-day basis?

Hear and see

What is this person's environment like? Who influences their decisions?