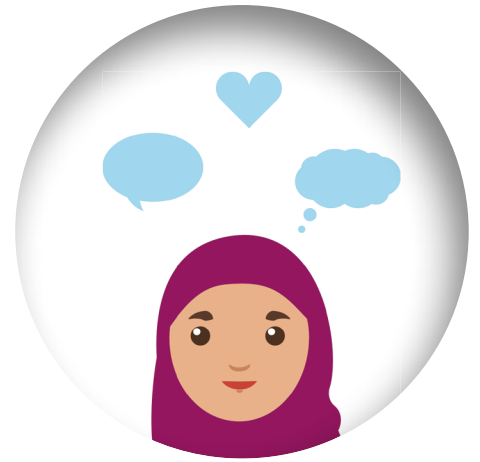


# Empathy map



## Pain

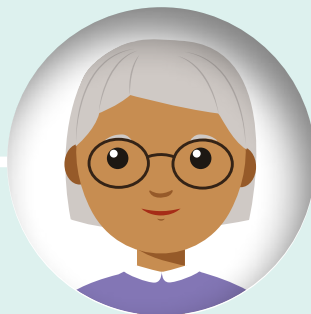
What would make this person unhappy?

## 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?