Empathy Map

What might they SEE?
What can we imagine them seeing in their immediate environment?

Who are we empathising with?
Can we imagine the person we want to understand?

What do they THINK and FEEL?

Pains
What can we imagine are their fears, frustrations and anxieties?

Gains
What can we imagine are their wants, needs, hopes and dreams?

What do they HEAR?
What can we imagine them hearing?

What do they SAY?
What can we imagine them saying?

What do they DO?
What can we imagine them doing?

What do they need to DO?
What can we imagine them needing to do?

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