

# Empathy Map

CREATE OR IMAGINE  
— A PERSONA —

WHAT DO  
THEY THINK  
AND FEEL?

HOW DO  
THEY SEE?

WHAT DO  
THEY HEAR?

WHAT DO  
THEY DO? WHAT  
DO THEY SAY?

WHAT ARE  
THEIR HOPES?

WHAT ARE  
THEIR FEARS?

WHAT DOES THE PERSON REALLY  
NEED (*problem*) AND WHY (*insight*)?