

An empathy map is a collaborative tool to gain a deeper insight into your customers in a specific context.

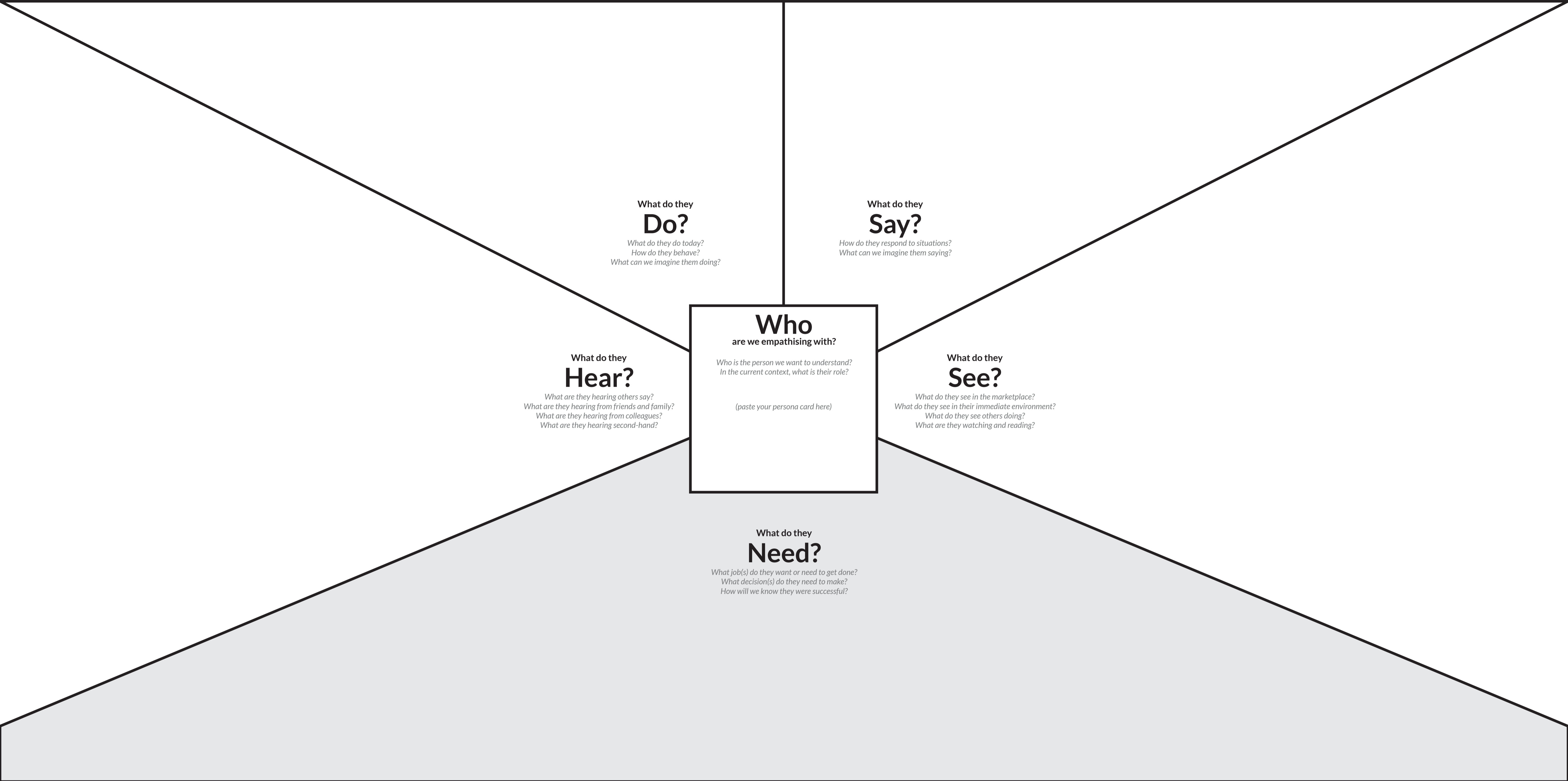
Use the questions listed in each of the sections as starting points to begin understanding your user.

Important: *There are no right answers and no set rules. Add as many different questions as you go along to make the persona richer.*

Empathy Map



Context: _____



The Pain and Gain sections of the empathy map pertain to your value proposition in the user's context and situation

PAIN

What are their fears, frustrations, and anxieties?

GAIN

What are their wants, needs, hopes and dreams?