Persona Empathy Map

**THINK & FEEL**
- What do they think really matters to them?
- What are their major preoccupations?
- What are their worries and aspirations?

**SEE**
- Environment
- Friends and colleagues
- Market and competitors

**HEAR**
- What do their friends say?
- What do their bosses say?
- What do influencers say?

**SAY & DO**
- What is their attitude in public?
- What is their appearance?
- What is their behavior towards others?

**PAINS**
- Fears
- Frustrations
- Obstacles

**GAINS**
- Wants/needs
- Measures of success
- Obstacles

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