

Customer Empathy Map

Designed by:

Date:

Version:

Customer Perspective:

What do they **think** and **feel**?

What really counts to them?
What are their major preoccupations?
What are their worries and aspirations?

What do they **hear**?

What are their friend's saying?
What is their boss saying?
What are influencers saying?



What do they **see**?

Describe their environment.
Who are their friends?
What else is the market offering them?

What do they **say** and **do**?

What is their attitude in public?
What is their appearance?
How do they behave towards others?

Pain

What are their fears, frustrations, and obstacles?

Gain

What are their wants/needs, measures of success, and obstacles to achieving it?