Business Model - The Empathy Map

Customer Perspective:

What does she THINK and FEEL?
what really counts
major preoccupations
worries & aspirations

What does she SEE?
environment
friends
what the markets offers

What does she HEAR?
what friends say
what boss says
what influences say

What does she SAY and DO?
attitude in public
appearance
behavior towards others

PAIN
fears, frustrations, obstacles

GAIN
wants/needs, measures of success, obstacles

Adapted from XPLANE. XPlane.com
www.XPLANE.com