

Contentoo's Empathy Map

Identifying User's Behaviour

Project Name

Date

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THINK & FEEL

Worries & Aspirations
What really makes a difference to them?
What is their mindset/character?

HEAR

What do their influencers say?
What do their friends/family say?
What do(es) their boss/peers/coworkers say?



SEE

Environment around them
What does the market offer?
Their cultural aspirations

SAY & DO

Behaviour towards others
Attitude in public
How they appear to others

GAINS

Wants/Needs
Measures of success
Goals & achievements

PAINS

Fears
Frustrations
Obstacles