#### **Contentoo's Empathy Map**

Identifying User's Behaviour

Project Name	
Date	

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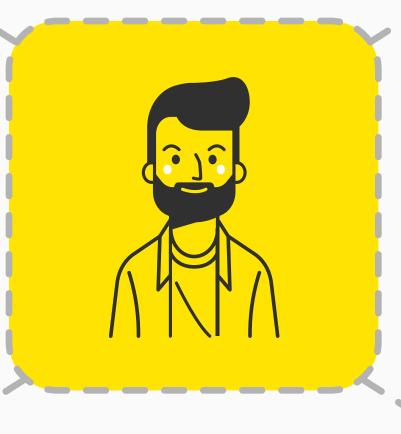
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# THINK & FEEL

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

Behviour towards others
Attitude in public
How they appear to others

### **GAINS**

Wants/Needs
Measures of success
Goals & achievements

### **PAINS**

Fears
Frustrations
Obstacles