



### What do they hear?

What are they hearing others say?  
From friends?  
From parents?  
From work/school?

**What do they need to do??**  
What do they need to do differently?  
What is the change that needs to happen?



### What do they see?

Think about their environment,  
their context, and the content  
they consume

### What do they do?



What do they usually do?  
What are their common behaviours?

# EMPATHY MAP

An empathy map is a visual tool that helps create a detailed persona for a media campaign by exploring the thoughts, feelings, behaviors, and experiences of the target audience.



### What do they say ?

What have you heard them say?  
What can you imagine them saying?

### Pains

What are their fears,  
frustrations, anxieties?

### Gains

What are their wants,  
needs, and dreams?

### What do they think & feel?