



What do they hear?

External influences and sources of information including media channels



What do they do?

Observable behaviours, actions and interactions.

What do they think?

Their thoughts, beliefs and mental processes. Aspirations, motivations



What do they see?

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

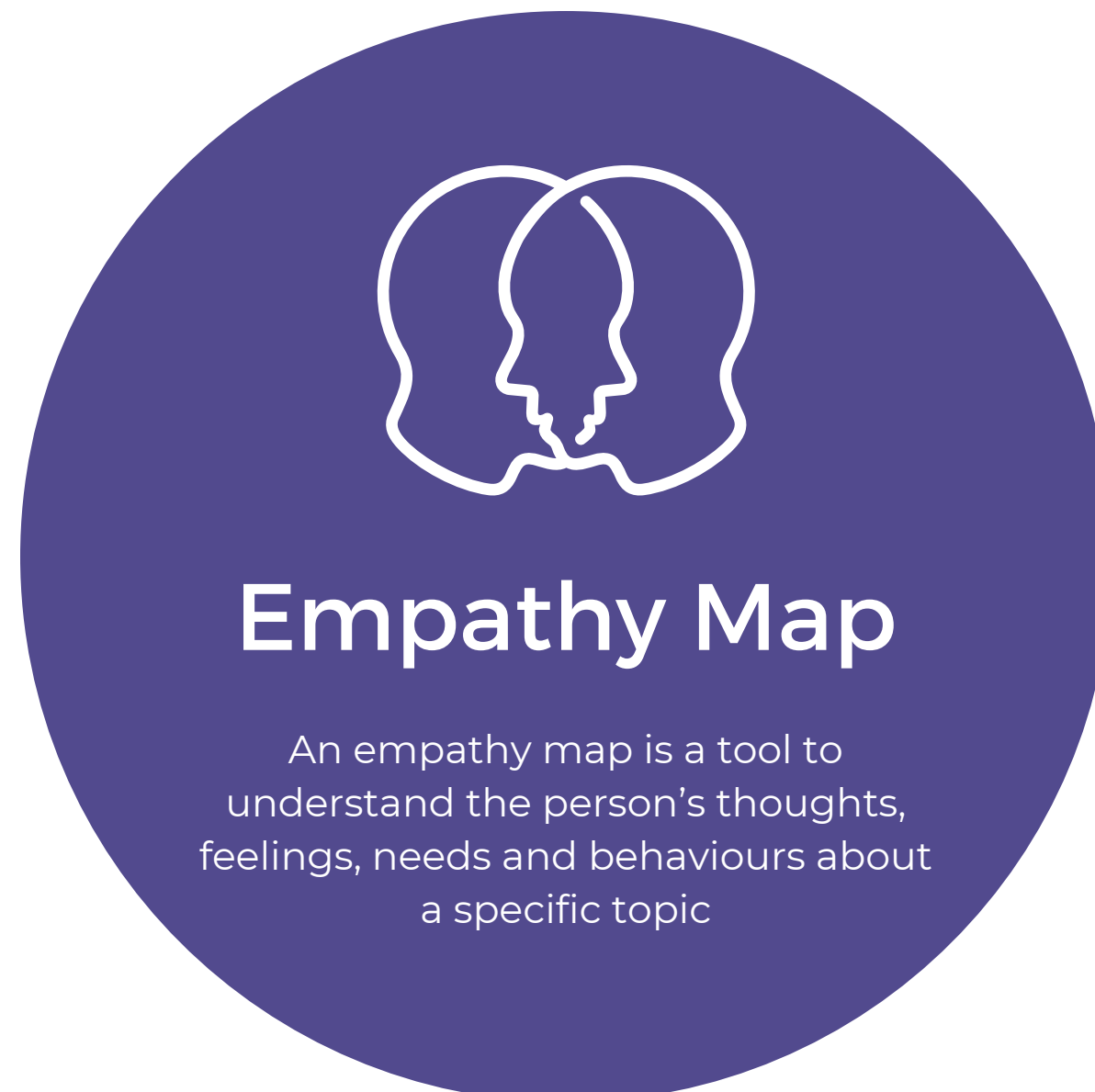


What do they say?

What are the things they say/write about this topic?

What do they feel?

What are some of their pains, fears, hurts?
What are their hopes, desires, dreams?



Empathy Map

An empathy map is a tool to understand the person's thoughts, feelings, needs and behaviours about a specific topic