

Empathy Map

Trying to understand your customer's perspective can help you engage with them more authentically and effectively.

What do they **THINK & FEEL?**

What do they **SEE?**

WHO are we
empathizing with?

WHAT is their goal?

What do they **HEAR?**

What do they **SAY & DO?**

Empathy Map (CONTINUED)



How can you **BUILD A RELATIONSHIP** with them?

How can you **REDUCE CONFLICT** with them?
