Empathy Map

Care for or currency.

What issues do they really care about?

What 'currency' do they value?

Think and feel.

What are they thinking and feeling but not sharing? Explain their fears and dreams.

AUDIENCE

See, hear and read.

What else are they seeing, hearing and reading in the media and from their networks.

Do and say.

What are they actually doing and saying about your topic? What are the myths and barriers?

penny terry
BE CURIOUS

An adaption of Dave Gray's Empathy Map Canvas.