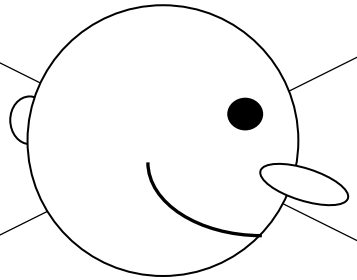
EMPATHY MAP

Subject:	Date:

THOUGHTS & FEELINGS

HEARING



SEEING

SAYING & DOING

Pain	**Gain**

1. Seeing?
What issues and problems surround them? What are market and environmental factors that are self-evident? What kind of people surrounds them?

2. Thinking/ Feeling?
What are their guiding thoughts and beliefs? Whose opinions might be influencing them, too? What emotions might have the greatest impact?

3. Saying/Doing?
Who do they *say* they are in public? What are their attitudes and actions? What are they saying to others?

4. Hearing?
What are they hearing from other people? The most prevalent thoughts and opinions surrounding them by friends, family, and the communications channels (like social media, broadcast, etc) that are they plugged into?

5. Pains?
What are their pains, frustrations, or obstacles? What compels them to action, or what stops them from taking action?

6. Wants/Needs?
What are their aspirations and motivations? What do they really want to achieve? What would be their gain?

هدف ایجاد منظری از مشتری (مخاطب) برای زیر سئوال بردن مستمر مفروضات مدل کسب و کار است. پیاده سازی ویژگی های مشتری شما را قادر می سازد تا پاسخ های بهتری به این سئوالات دهید:

۱- آیا این ارزش پیشنهادی مشکلات واقعی مشتری را بر طرف می کند؟

۲- آیا او واقعاً تمایل به پرداخت پول برای این پیشنهاد دارد؟

۳- او مایل است چگونه به او دست پیدا کنید؟