

Empathy map

Fill each quadrant from real evidence first: what you have heard, seen and read. Then infer thoughts and feelings, and note the pains and gains that follow.

PERSON	WHAT THEY NEED TO DO	BASED ON	TEAM / DATE
Says What have we heard them say out loud? Thinks What might they think but not say? Does What do we see them do? Feels What emotions might they be feeling? Who are we empathising with?			
PAINS Fears, frustrations, obstacles		GAINS Wants, needs, measures of success	