

# Empathy map

Get as many answers as you can to these **in the context of the specific problem, challenge or opportunity** you are discussing with them, and you'll understand your ideal customer better.

What do they want? What changes are they seeking?	What don't they want? What do they want to avoid?

What do they see and hear? (What do they see people doing? What do they hear from their customers, colleagues, end-users?)	What do they think and feel? (What words do they use?)

What questions should they be asking themselves? (To better diagnose and understand their unique situation, and to begin shining the light on parts of the solution?)	What sort of person do they want help from? Describe that person, and then project that image.