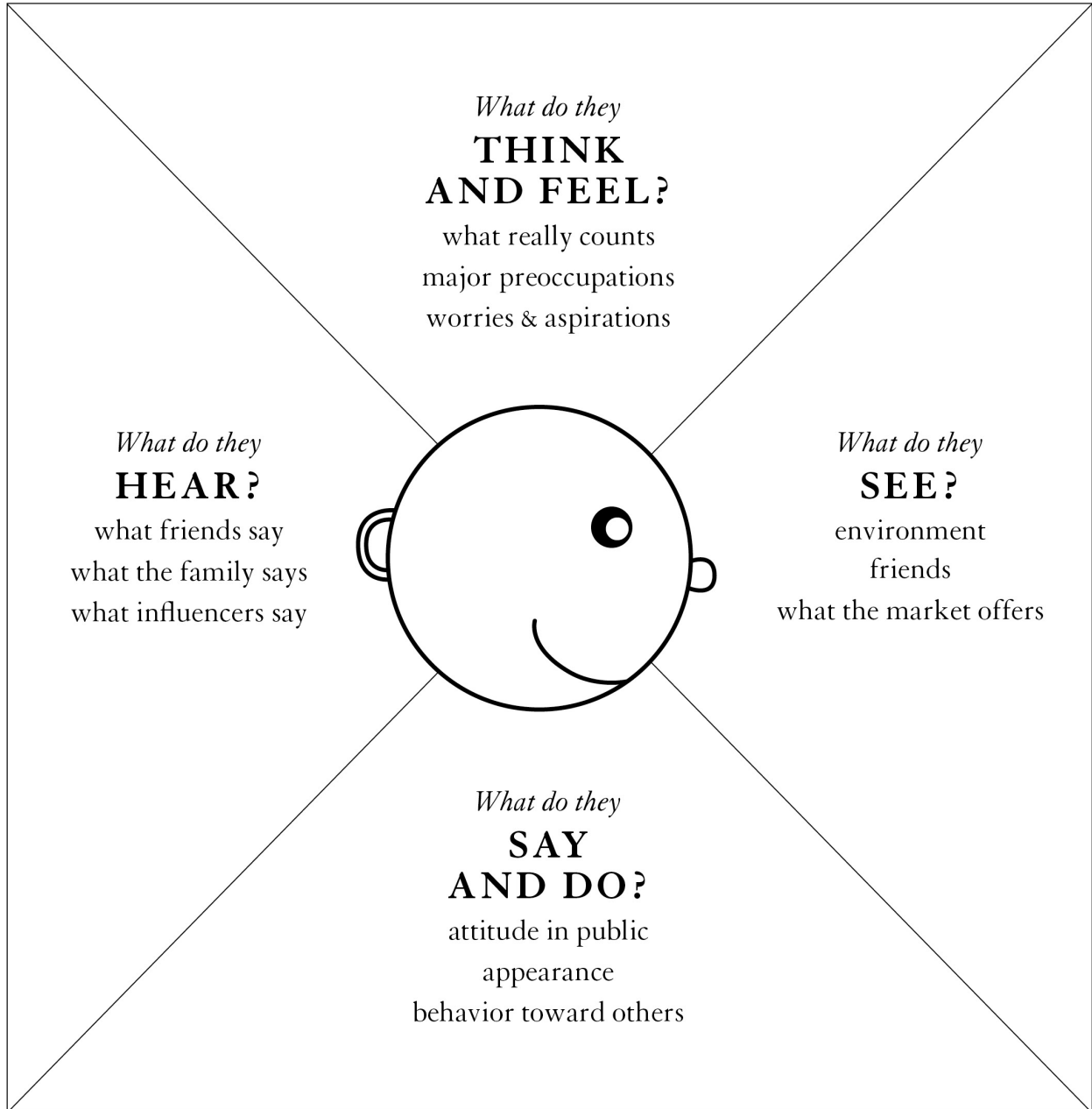


Empathy Map

Audience group/name: _____



PAIN
fears
frustrations
obstacles

GAIN
wants/needs
measures of success
opportunities

Audience Segment Descriptions

User group/name:

Brief description:

Brand touchpoint opportunities:

Intellectual expectations (What content or knowledge do we deliver?):

Emotional expectations (How do we want them to feel?):

Proof points:

Ways to wow:
