European Union
European Structural
and Investment Funds

Empathy Map

JUNCTION POINT

What does he THINK AND FEEL?

- *what really counts*
- *major preoccupatiens*
- *worries & aspirations*

What does he HEAR?

- *what friends say*
- *what boss say*
- *what influencers say*

What does he SEE?

- *enviroment*
- *friends*
- *what the market offers*

What does he SAY AND DO?

- *attitude in public*
- *appearance*
- *behavior towards others*

Pain

- *fears*
- *frustrations*
- *obstacles*

Gain

- *"wants" / needs*
- *measures of success*
- *obstacles*