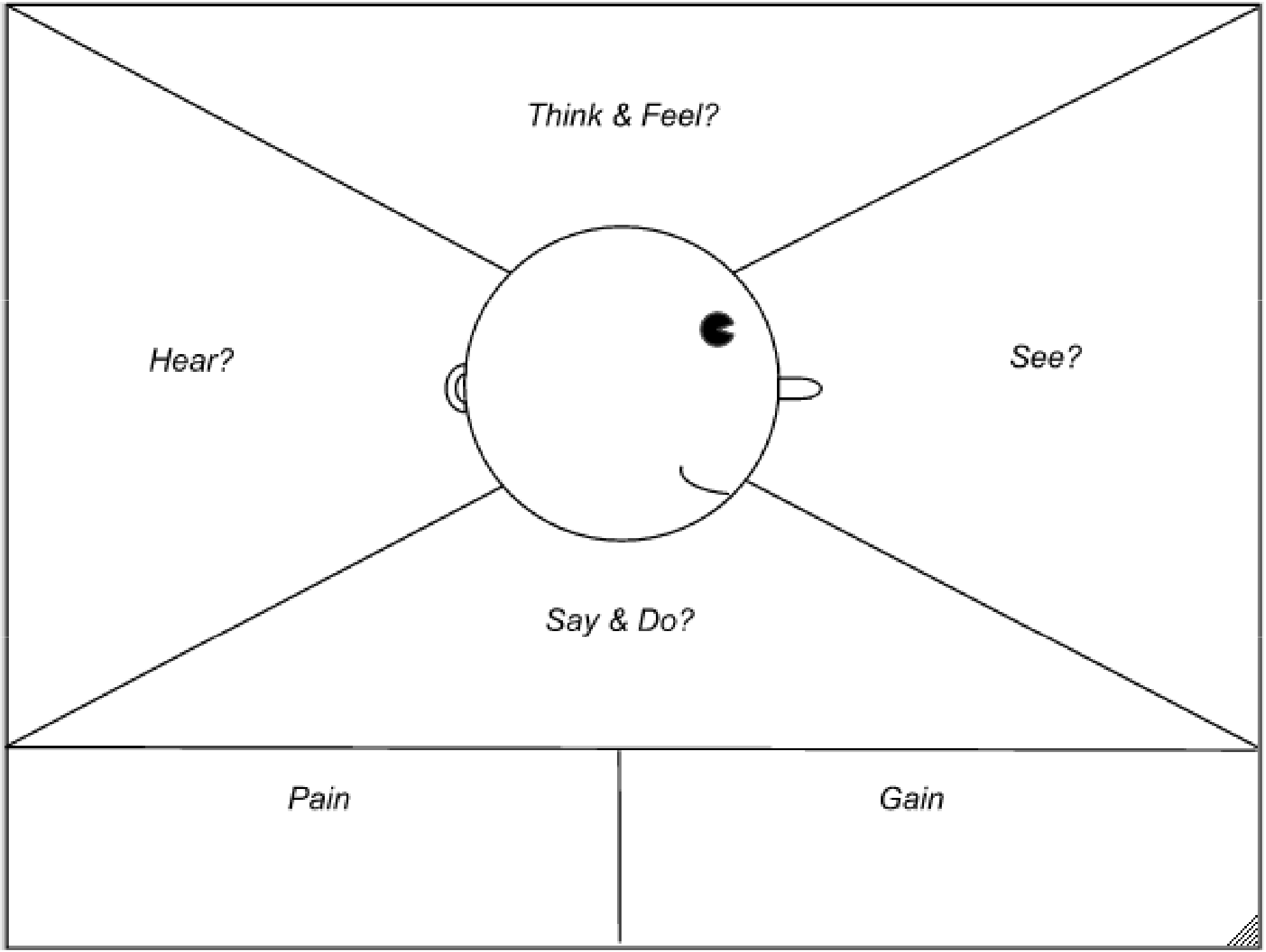
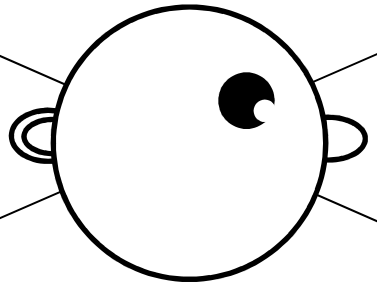

Think & Feel?
Hear?
See?
Say & Do?
Pain
Gain

Allgemeine Beschreibung

3. What does she/ he
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

2. What does she/ he
HEAR?
what friends say
what boss says
what influencers say



1. What does she / he
SEE?
environments
friends
what the market offers

4. What does she / he
SAY AND DO?
attitude in public
appearance
behaviour towards others

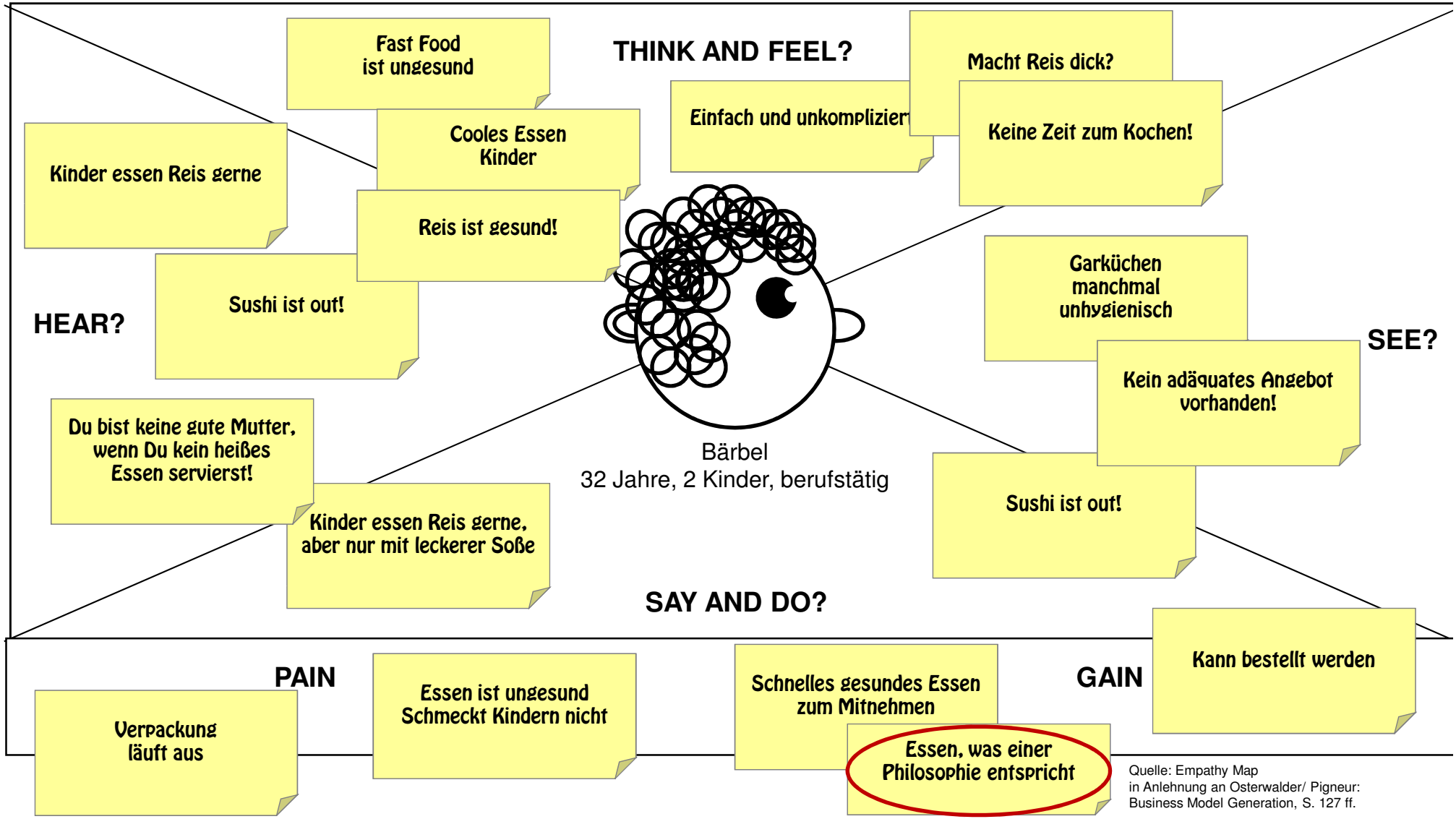
5. PAIN
fears | frustrations | obstacles

6. GAIN
„wants“/ needs | measures of success | obstacles

Quelle: Empathy Map
in Anlehnung an Osterwalder/ Pigneur:
Business Model Generation, S. 127 ff.

Customer Empathy Map: Reis

BEISPIEL



Quelle: Empathy Map
in Anlehnung an Osterwalder/ Pigneur:
Business Model Generation, S. 127 ff.