

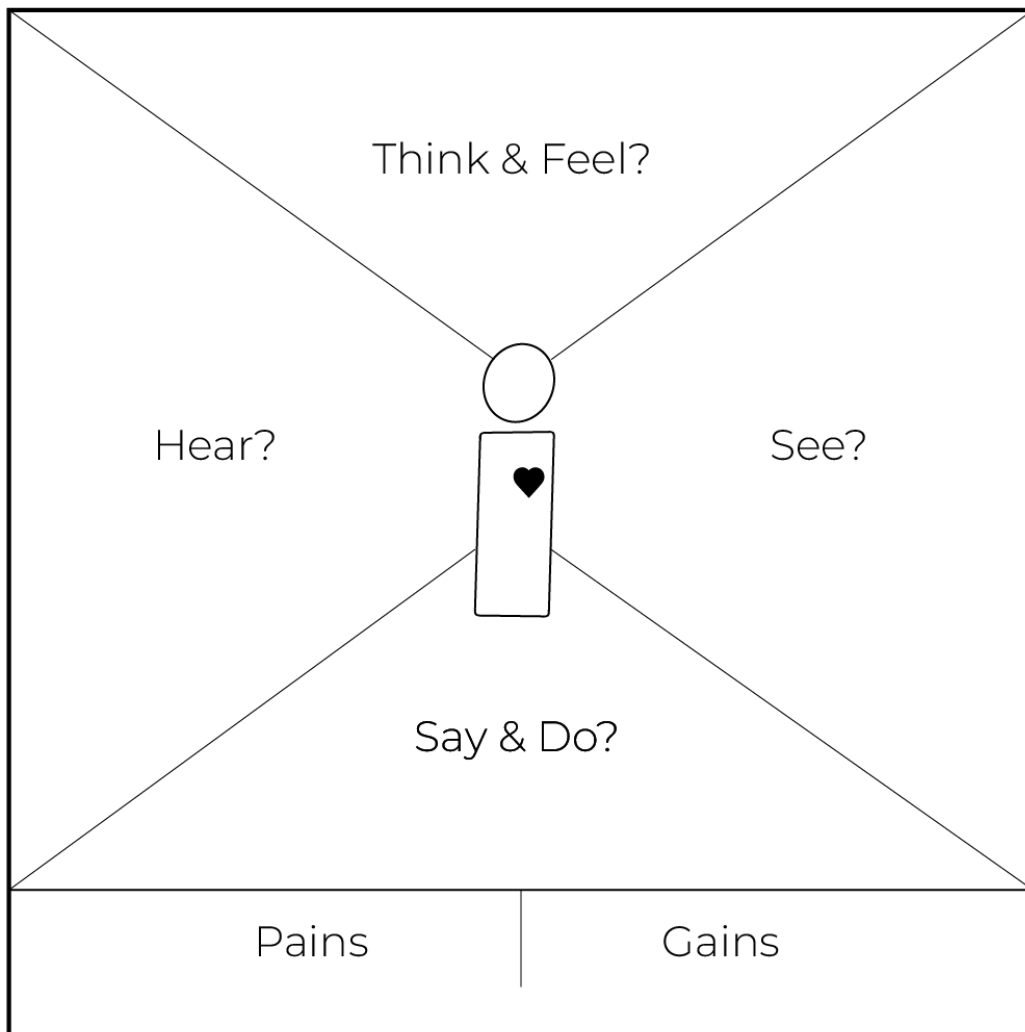
EMPATHY MAP

The empathy map is a tool designed to help you better understand and empathize with your member's experiences and perspective. It provides a framework for gathering insights and developing a deeper understanding of their thoughts, feelings, and behaviors.

EMPATHY MAP DIRECTIONS:

- **Feeling:** Begin by identifying and describing the emotional state or feelings of the member you are empathizing with. Consider their emotions, moods, and overall state of being. Write down specific feelings they may experience in relation to the situation or context you are focusing on.
- **Thinking:** Imagine the thoughts, beliefs, or assumptions that the person might have in the given situation. Reflect on their mindset, cognitive processes, and mental considerations. Write down any specific thoughts or ideas they may have.
- **Seeing:** Visualize the environment or surroundings from the perspective of the member you are empathizing with. Note the physical elements, objects, or people they may encounter. Consider their point of view and what they observe in their immediate surroundings.
- **Saying:** Consider the words, phrases, or statements the person might express or communicate. Think about what they might say to themselves or others.
- **Doing:** Visualize the actions, behaviors, or physical activities the person may engage in. Think about their gestures, movements, or interactions with objects and people.
- **Hearing:** Identify the sounds or voices the person might encounter or pay attention to. Consider conversations, noises, or any auditory stimuli that could be significant to them.
- **Pains:** Reflect on the challenges, frustrations, or difficulties the person may experience. Consider their concerns, obstacles, or sources of discomfort. Write down specific pain points or negative aspects they might encounter.
- **Gains:** Think about the benefits, desires, or positive outcomes the person may seek. Consider their goals, aspirations, or potential sources of satisfaction. Note down specific gains or positive aspects they might expect or aim for.

EMPATHY MAP



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