



Design Thinking: Empathy Map

S = Social Context: Who are they doing the action or activity with? What are their relationships/ social interactions? Why do they behave the way they do?

A = Action: What is the behaviour? What actions or activities are they involved in?

M = Motivation: What do they think? How do they feel? What are their reasons for their actions and behaviours? Beliefs? Values? Aspirations? Emotions?

SAY What does the user hear from others? What do influencers say? What do friends and family say? Which channels do they use to communicate?	SEE & HEAR What does the user see now? In the future? What environment surrounds the user? What is important to them in their environment?
DO/BEHAVE What is the user's attitude towards the product? How do they make decisions? Who do they consult with? Are there conflicts between what they do and what they say?	FEEL & THINK What is really important to the user? What drives the user? What are the user's aspirations? What is hard? What is exciting? Why might they feel frustrated/ anxious?

Pleasure & Pain Points for the user	
Pain Frustrations, tensions, pain points, barriers, challenges, obstacles	
Gain Value, passion, happiness, satisfaction	

