Audience Empathy Map

Client name:	Audience:	Date:

Needs

What tasks are customers trying to complete?
What questions do they need answering?

Actions (saying, doing)

What have they done about it?
What have they tried?

Influences (seeing, hearing)

What people, things or places influence how customers act?

Feelings

How is the customer feeling about the experience?
What really matters to them?

Pain points

What pain points might customers be experiencing that they hope to overcome?

Overall goal

What is the customer's ultimate goal?
What are they trying to achieve?