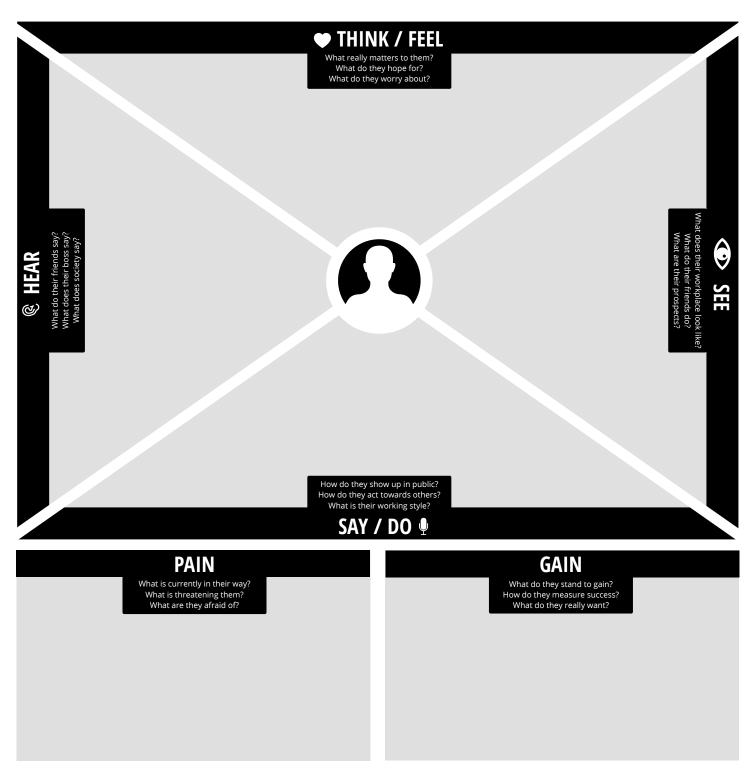
Empathy map

In order to be able to influence other people to do something you want (e.g., using your services or buying your product) you first need to understand how their motivations align with your own. The empathy map (Gray, 2018) is a helpful tool that can allow you to realize this. Write your answers to each question in the corresponding grey regions below.



To learn more about the Empathy Map, visit Xplane at https://xplane.com/

