

# 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.

The empathy map is a large square divided into six sections by a central circle containing a person silhouette and four diagonal lines. The sections are:

- HEAR** (left side):
  - What do their friends say?
  - What does their boss say?
  - What does society say?
- THINK / FEEL** (top side):
  - What really matters to them?
  - What do they hope for?
  - What do they worry about?
- SEE** (right side):
  - What does their workplace look like?
  - What do their friends do?
  - What are their prospects?
- SAY / DO** (bottom side):
  - How do they show up in public?
  - How do they act towards others?
  - What is their working style?
- PAIN** (bottom-left quadrant):
  - What is currently in their way?
  - What is threatening them?
  - What are they afraid of?
- GAIN** (bottom-right quadrant):
  - What do they stand to gain?
  - How do they measure success?
  - What do they really want?

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