

THE EMPATHY MAP

SAYS

What someone says about a situation, a person, an experience.

THINKS

What someone thinks about something (but may not actually say).

WHAT THE PERSON

DOES

How someone acts in response to people, a place, a situation, or experience.

FEELS

What someone feels in response to a person, event, experience, or place.

Visit www.nngroup.com/artides/empathy-mapping/