



1 WHO are we empathizing with?

- Who is the person we want to understand?
- What is the situation they are in?
- What is their role in the situation?

2 What do we want them to DO?

- What do they need to do differently?
- What job(s) do they want or need to get done?
- What decision(s) do they need to make?
- How will we know they were successful?

3 What do they SEE?

- What do they see in the marketplace?
- What do they see in their immediate environment?
- What do they see others saying?
- What do they see others doing?
- What are they watching and reading?

4 What are they SAYING?

- What have we heard them say?
- What can we imagine them saying?

5 What do they DO?

- What do they do today?
- What behavior have we observed?
- What can we imagine them doing?

6 What do they HEAR?

- What are they hearing others say?
- What are they hearing from friends?
- What are they hearing from colleagues?
- What are they hearing second-hand?

7 What do they THINK and FEEL?

- PAINS: What are their fears, frustrations, and anxieties?
- GAINS: What are their wants, needs, hopes and dreams?

