

# EMPATISK KARTLEGGING

## TENKER

Hva tenker de på når de hører om problemet som diskuteres?

## FØLER

Hvilke forventninger har de til det?

Hva ville gjøre dem lykkeligere angående problemet?

Hva frustrerer/gjør dem motløs?

## SIER

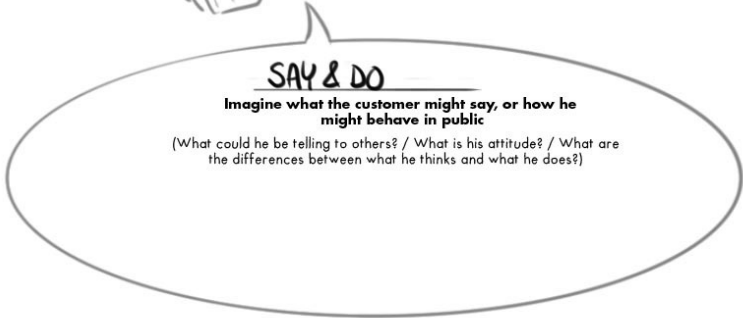
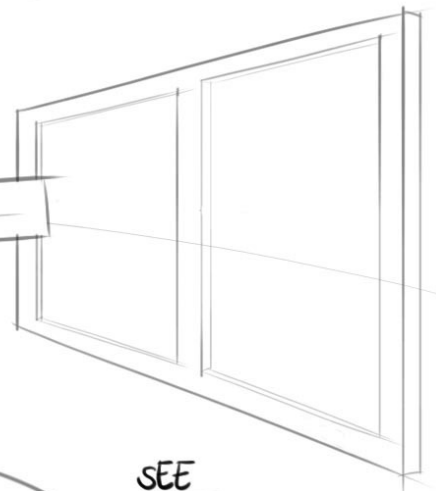
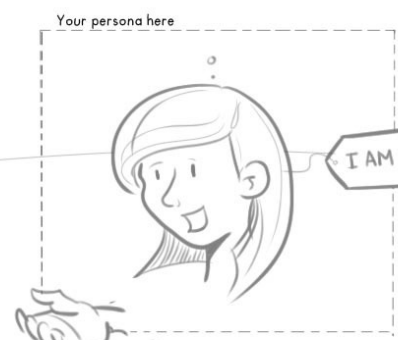
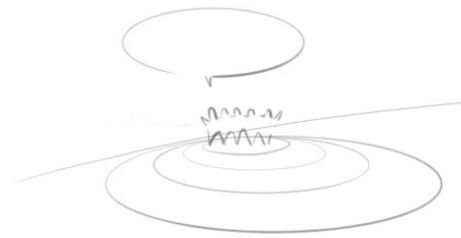
Hvordan ville de forklare denne situasjonen/problemene/problemene til en venn?

## GJØR

Hvordan unngår de å ha problemet? Hvilke aktive tiltak tar de for å løse det?



**HEAR**  
**Describe how the environment influences the customer**  
 (What does his friend say? / What is said at work? / Which media channels does he use to get his news?)



**SEE**  
**Describe what the customer sees in his environment**  
 (What surrounds him? / What types of offers is he exposed to on a daily basis? / What problems does he encounter?)



**Pain**  
 (What are his biggest frustrations? / What obstacles stand between him and what he wants to achieve? / Which risks might he fear taking?)



**Gain**  
 (What does he truly want to achieve? / How does he measure success? / What strategies might he use to achieve his goals?)

