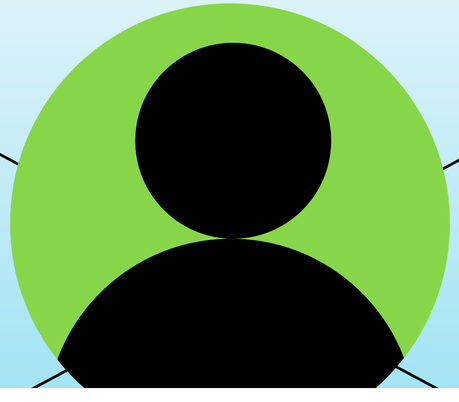
EMPATHY MAPS for Creative Ops

TASKS

What tasks are your team trying to complete?
What questions do they need answered?

FEELINGS

How are your team members feeling about their work experience?
What matters to them?



STAKEHOLDER

INFLUENCES

What people, things or places influences how your team members act?

PAIN POINTS

What are the specific problems or pain points that your staff hopes to overcome?

OVERALL GOAL

What is the staffer's ultimate goal?
What are they trying to achieve?

INSIGHTS

USER STORY

Stakeholder	NEEDS A WAY TO	Need	BECAUSE	Insight

Describe person using empathatic language

needs are VERBS

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