Investor's  
Empathy Map

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Empathy Map

**INVESTOR TYPE (AVATAR)**

Written questions format

As Startup founder, it is your job to advocate on behalf of the investor. However, in order to do it, not only must we deeply understand our target investors, but we must also help our colleagues understand them and prioritize their needs.

This particular tool helps teams develop deep, shared understanding and empathy for other people. People use it to help them improve customer experience, to navigate organizational politics, to design better work environments, and a host of other things.

Definition: An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making.

**1. Who are we empathizing with?**

* Who is the person we want to understand?  
    
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* What is the situation they are in?  
    
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* What is their role in the situation?  
    
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**2. What do they need to do?**

* What do they need to do differently?  
    
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* What jobs do they want or need to get done?  
    
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* What decisions do they need to make?  
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* How will we know they were successful?  
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**3. What do they see?**

* What do they see in the marketplace?  
    
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* What do they see in their immediate environment?  
    
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* What they see others saying and doing?  
    
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* What are they watching and reading?  
    
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**4. What do they say?**

* What have we heard them say?  
    
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* What can we imagine them saying?  
    
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**5. What do they do now right before the event?**

* What do they do today?  
    
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* What behavior have we observed?  
    
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* What can we imagine them doing   
    
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**6. What do they Hear?**

* What are they hearing from family?  
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* What are they hearing from friends?  
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* What are they hearing from colleagues?  
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* What are they hearing second-hand?  
    
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* What are they hearing others say?  
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**7. What PAINS do they think and feel?**

* What are their fears, frustrations and anxieties?
  + Main fear:   
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  + Frustration / Anxieties:  
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**8. What GAINS do they think and feel?**

* What are their wants, needs, hopes and dreams?  
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