

Who are we empathizing with?

What are their major concerns?  
What might move or disturb them?

**What do they think and feel?**

What do their friends and colleagues say? Who really influences them? Which media does they trust?

**What do they hear?**



**What do they see?**

What is their environment, who are their friends, what are the offers they are exposed to, what problems do they encounter?

**What do they say and do?**

What is their attitude in public? What do they say to others?  
Be aware of the possible discrepancy between what they say and what they really feel

**What do they fear?**

What are their greatest frustrations? What are the obstacles between them and what they want to achieve? What risk is they willing to take?

**What do they expect?**

What do they really want? What are their real needs? What are their criteria for success? Think about the solutions that would allow them to achieve their goals.