

WORKSHEET: EMPATHY MAP



What might the surrounding communities - other stakeholders - feel, think, see, do, hear and say about it?

What they THINK and FEEL?

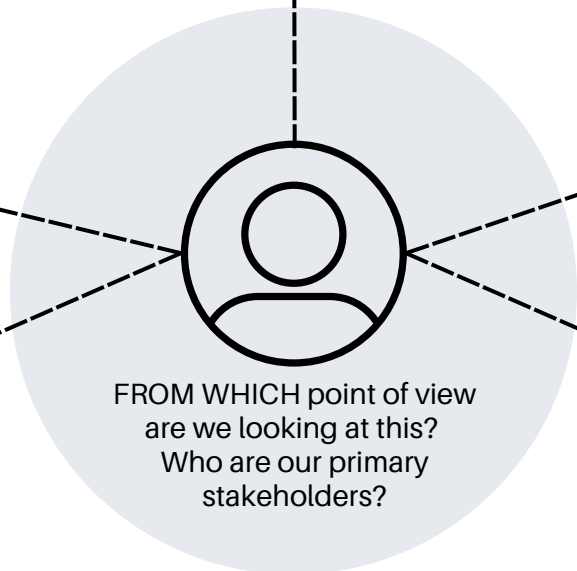
What FRUSTRATES THEM?
What MOTIVATES them?

What do they HEAR?

What do they hear others say?
What do they hear from their friends?
What do they hear from their colleagues?
What do they hear on the bush radio, where?

What do they SEE?

What do they see in the market?
What do they see in their local environment?
What do they see others saying and doing?
What do they watch, what social media channels do they follow and what do they read?



What do they DO?

What would they like to do differently?

How do they work? What do they need to get done?
What decisions do they have to take?

How do they BEHAVE?

What kind of behaviour have we observed?

What are they SAYING and TALKING about?

What have we heard them say?
What can we imagine them saying to others?



What might the natural environment feel, think, see, do, hear and say about it?