

Client Empathy Map

Project Name:

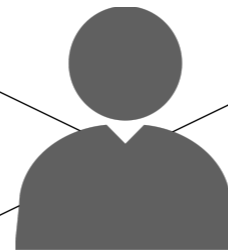
Pitch Date:

Prepared by:

Client Perspective (client name, title)

Beyond the brief, what does client personally hope for and desire as outcome?

I'm hoping...



What has client seen or heard about that really inspires them?

I'm loving...

I'm fearing...

What is client most afraid of, what keeps them up at night?

What has client seen or heard about that they really dislike?

I'm hating...

Pain points

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-
-

How could project personally hurt, threaten or inconvenience client?

Pleasure points

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-
-

How could project personally help, profit, promote or satisfy client?