1 Empathy Map for ....

2 Problem behaviour
What do you want them to stop doing?
What decisions are you focusing on?

3 Desired behaviour
What do you want them to start doing

6 Hear
Media Engagement
Review
Recommendations

4 See
What is their environment like currently?
Do they see the problem behaviour?
Do they see the desired behaviour?
Who and what do they see?

5 Say & Do
Routine Activity - habits

7 Pain
Frustrations Challenges Problems
Is the PROBLEM behaviour a problem for them? What pain does it help?
What problem does the desired behaviour solve?

8 Gain
What does your audience **want** to achieve?
Is there a gain for the problem behaviour?
How is the DESIRED behaviour a desire for them?