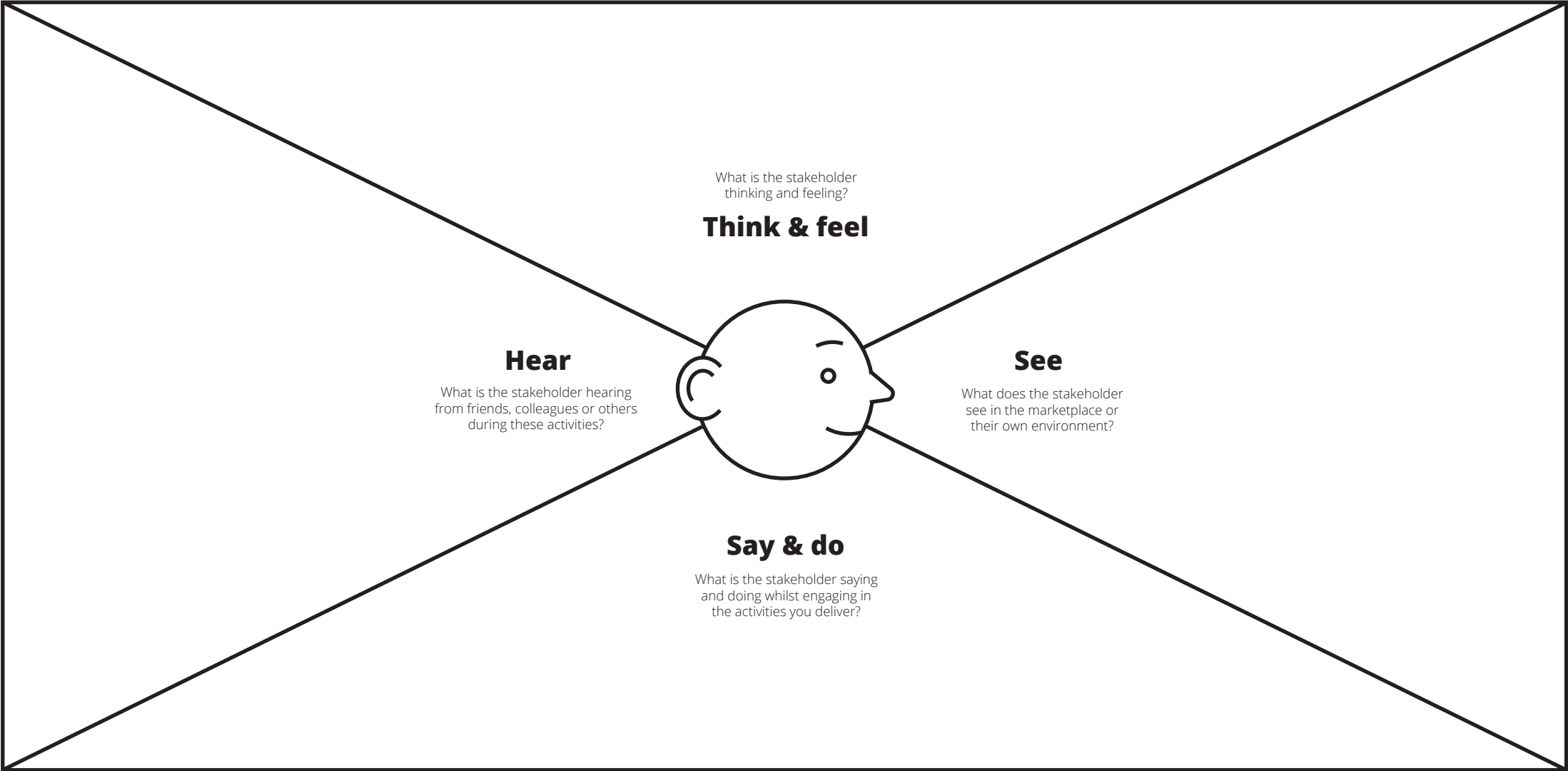


Empathy Map

A tool from Europeana impact playbook.
Go to impkt.tools to for more tools and instructions on how to use them.



Pains

What are the difficulties – fears, frustrations and anxieties – the stakeholder wants to overcome?

Gains



What are the stakeholders trying to achieve? What are their wants, needs, hopes and dreams?