

Avatar Empathy Map

Limited Time
Worry about childrens future
Tired
More time with kids
Being there when children unwell

Balance chores / children / work
Looking for balance
Looking for more time
Frustrated you can't do it all

Your friends with their
'perfect' lives

Nappies being advertised

Other Mums
Your kids being good or not

How do they think / feel?

What really matters?
Major pre-occupations
Worries / Aspirations

What do they see?

Environment
Friends
What the market offers

NAME

Meg

What do they hear?

What friends say
What boss says
What influencers say

People judge your ability as a mum
Not more time off when ill children
Wants you work longer hours
Feed your children healthy food
You must be present with them
You need to prepare fresh meals

What do they say / do?

Attitude in public
Appearance
Behaviour to others

Trying to be present - on phone
want to look nice - but just don' have time
Friendly
Putting on a face - because your struggling
Trying to not look tired

PAIN - Fears, Frustrations, Obstacles

Worry about the future
Working 9-5 - can't be with kids
Frustrated - Tired
Want to afford nice things and experiences

GAIN - Wants, Needs, Measures of Success

Time freedom
Money
Energy
Time with your children -
Not worry about the boss