EMPATHY AS A PROCESS

A visual map of the empathic process during entrepreneurial decision making.

Factual Knowledge

- About the customer gathered and organized.
- About the customer's experience: who, what, where, when, how?
- About an unmet need or dissatisfaction.

Experiential Knowledge

- ✓ The Entrepreneur's own mental model.
- Learned from one's **own experience**.

Mental Simulation

Entrepreneur's *empathic* mental model: representing *another's mind*.

Empathic Knowledge

What an experience is like for a customer.

Empathic Imagination

What an experience **would be** like for the customer.



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