

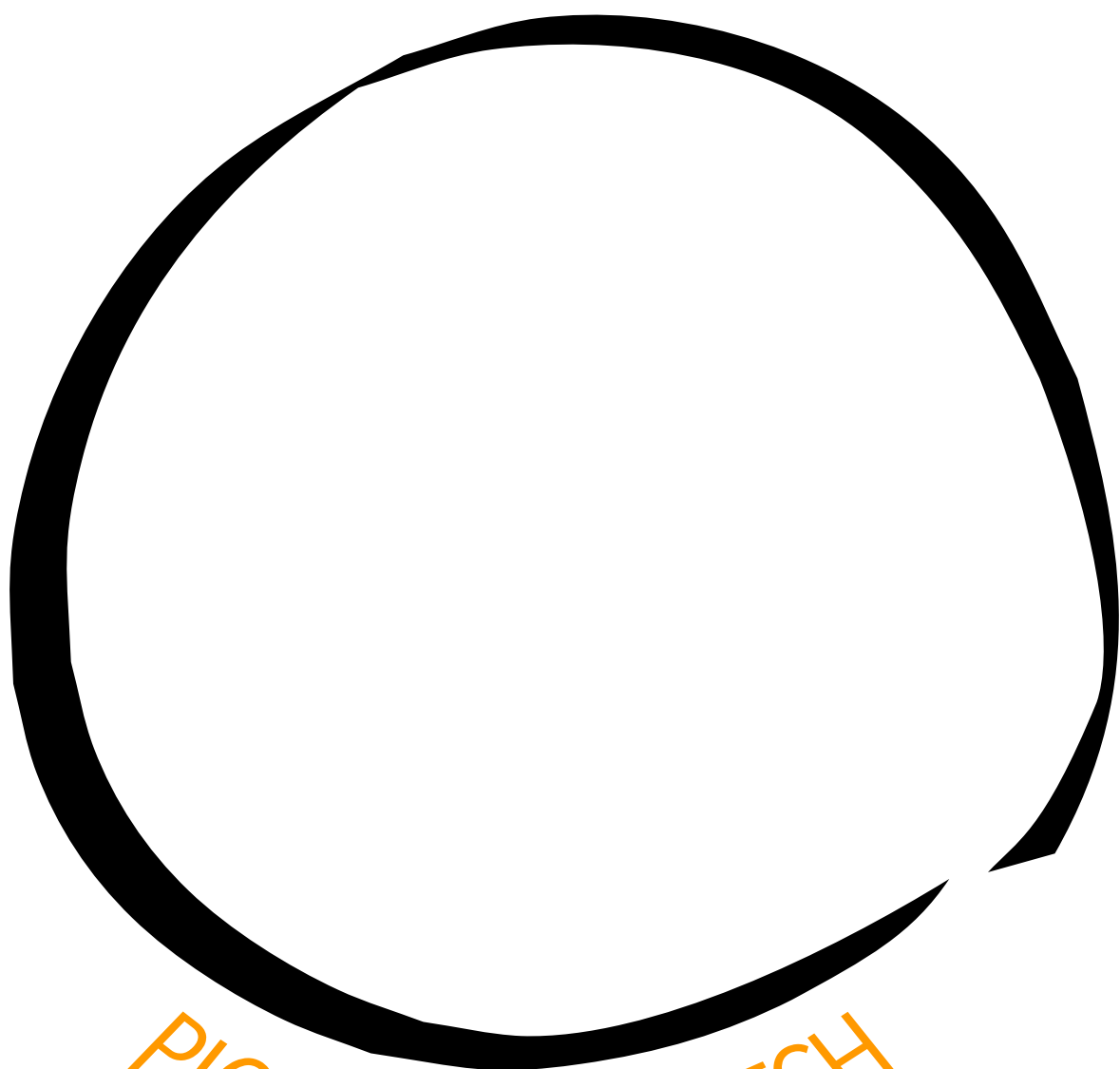
AFFINITY*

*for customer profiling and empathy mapping

FULL NAME: _____

PERSONAL FEATURES

NAME



PICTURE OR SKETCH

PSYCHO-ATTITUDINAL FEATURES

THINKS & FEELS

SEES & HEARS

SAYS & DOES

GAINS & PAINS