

EMPATHY MAP

Product Sales Analysis

THINK & FEEL

- Perceived emotional state when considering a purchase (e.g., excitement, uncertainty, hesitation).
- Perceived value of the product compared to its price.

HEAR

- Customer reviews and testimonials.
- Recommendations from friends, family, or influencers.
- Sales representatives or customer support interactions.

SEE

- Visual cues that influence their purchase decisions (e.g., product displays, packaging).
- Website design and layout for online sales.

SAY & DO

- Comments or feedback they provide about the product.
- Actions taken before and during the purchase (e.g., researching, comparing prices, asking for recommendations).
- Social media activity related to your product or industry.

PAIN

- Obstacles or challenges customers face when trying to buy your product (e.g., long checkout process, shipping issues).
- Frustrations they express during the buying journey.

GAIN

- Benefits and positive outcomes customers expect or experience from purchasing your product (e.g., solving a problem, improving their life).
- Goals they achieve by buying your product.