Empathy Map

SAYS
- How much does this cost?
- I want to try out the product
- What's the refund policy?
- This is too expensive
- Do you have any special deals?
- How do I buy this?

THINKS
- Wow! This sales process is great!
- This product seems confusing...
- Why should I use the product?
- I wonder if there's a better alternative
- Is there any customer support available?

DOES
- Ask for a free trial
- Purchase product
- More research
- Walks away from the product
- Lists positions

FEELS
- This was a waste of money
- Overwhelmed
- This was a great purchase
- Excited
- Anxious

Topic

Going on a nature tour

I love traveling in nature

Maybe I can see some wildlife

Not sure if I can go without a guide

Nature tours are usually overpriced

Nature tours are usually overpriced

It's not as fun as an all-inclusive beach hotel

It's an adventure!

It's uncomfortable

I feel safer in a group

Wonder how much it could cost

Think and Feel

Hear

Customer

Check nature tours online

Ask friends who have done it before

Say and Do

See

personalized ads about adventure tours

compare prices

Buy the proper clothes/equipment

flyers in the gym

nature adventure posts on social media by friends

PAINS

-I like being in nature, but I don't feel safe
-maybe I can spend that money on something more conventional

GAINS

-safe way to experience nature
-budget-friendly tour
-photos to share on social media

Customer Empathy Map Example
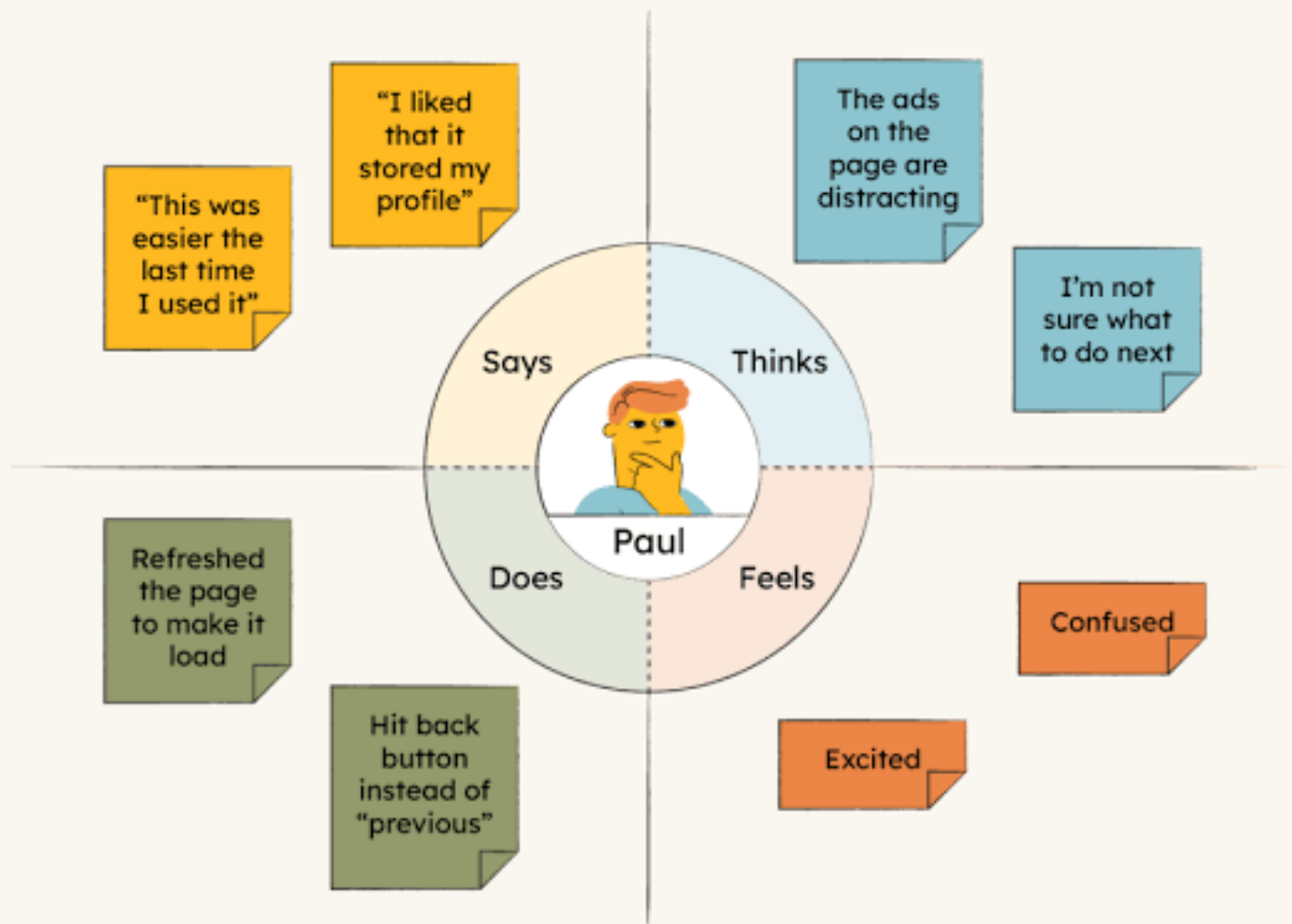
EMPATHY MAP *Example (Buying a TV)*

SAYS

I was expecting something different

What do you think?

Where should I start?

What brand do you like?

What size is best?

I want something reliable

THINKS

Why is this so hard?

Do they think I'm stupid?

What is best for me?

Too many acronyms

What else am I missing?

I want something awesome

Wasting too much time?

Maybe this isn't the best

JAMIE

DOES

Checks the web-site

Lists pros/cons

Makes small decisions

More research

Compares products

Postpones big decisions

Observes in store

Asks friends

FEELS

Over-whelmed

Fear

Inade-quate

Excited

Usure who to trust

Anxious

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Emily B

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