

Empathy Map

An Empathy Map is a visualization tool which can be used to synthesize your observations and gain a deeper insight into your customers.

WHAT DOES HE HEAR?

Describe how the environment influences the customer

- What do his friends say?
- Who really influences him, and how?
- Which media channels are influential?

WHAT DOES HE SAY & DO?

Imagine what the customer might say, or how he might behave in public

- What is his attitude?
- What could he be telling others?
- Pay particular attention to potential conflicts between what a customer might say and what he may truly think or feel

WHAT IS THE CUSTOMER'S PAIN?

- What are his biggest frustrations?
- What obstacles stand between him and what he wants or needs to achieve?
- Which risks might he fear taking?

Sources: Adapted from XPLANE.

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WHAT DOES HE REALLY THINK & FEEL?

Try to sketch out what goes on in your customer's mind

- What is really important to him (which he might not say publicly)?
- Imagine his emotions. What moves him?
- What might keep him up at night?
- Try describing his dreams and aspirations

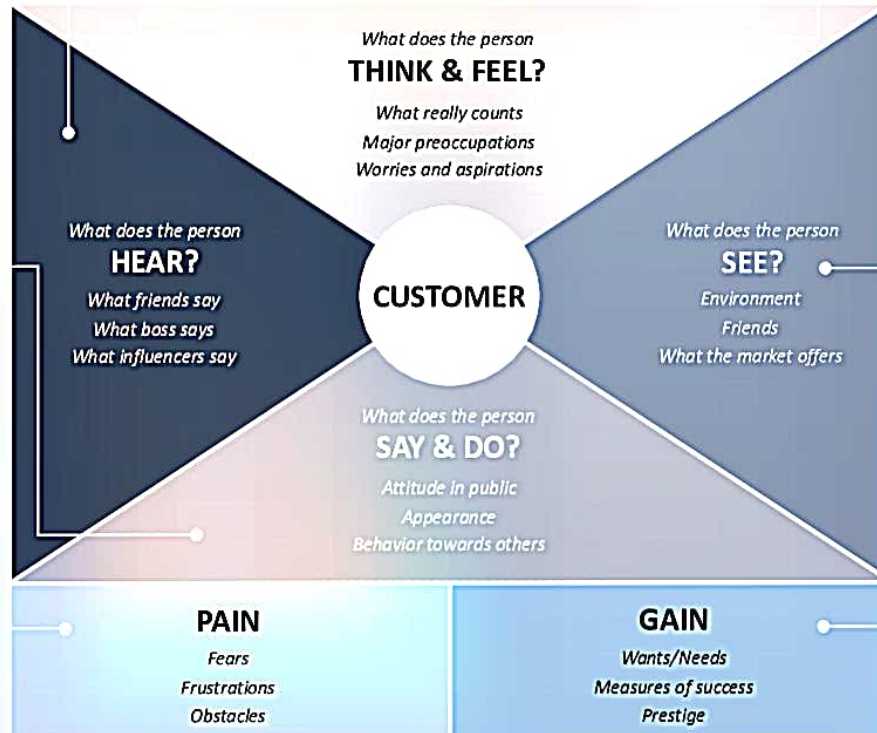
WHAT DOES HE SEE?

Describe what the customer sees in his environment

- What does it look like?
- Who surrounds him?
- Who are his friends?
- What types of offers is he exposed to daily (as opposed to all market offers)?
- What problems does he encounter?

WHAT DOES THE CUSTOMER GAIN?

- What does he truly want or need to achieve?
- How does he measure success?
- Think of some strategies he might use to achieve his goals.



How to Use the (Customer) Empathy Map

1. Brainstorm to come up with all the possible customer segments that you might want to serve using your business model
2. Select one customer segment for the empathy mapping exercise
3. Give this customer a name and some demographic characteristics, such as income, marital status, and so forth
4. Referring to the diagram above, use a flipchart or whiteboard to build a profile for your newly-named customer by asking and answering the six questions listed on the left and right sides of the diagram

Empathy Map

First, brainstorm to come up with the possible customer segments whom you might want to sell your product. Choose the customer you think is most likely to buy your product. Give them a name, some demographic characteristics such as marital status, income, children and so on. Then, use the diagram answer the following questions.

What does he/she *Think and Feel?*

- What really counts
- Major preoccupation
- Worries and aspirations

What does he/she *See?*

- Environment
- Friends
- What the market offers

What does he/she *Hear?*

- What friends say
- Major boss says
- What influencers say

What does he/she *Say and Do?*

- Attitude in public
- Appearance
- Behavior toward others

Pain

- Feels
- Frustrations

Gain

- Wants/needs
- Measure of success





Costumer Empathy Map

What does the person
think and feel?

What does the person
hear?

What does the person
see?

What does the person
say and do?



Integrated Talent Management

