

canvas

Understanding your audience's thoughts and feelings when tackling customer segmentation with machine learning is essential. Let's delve into their perspective to enhance our strategies.

EMPATHY MAP CANVAS







PAINS

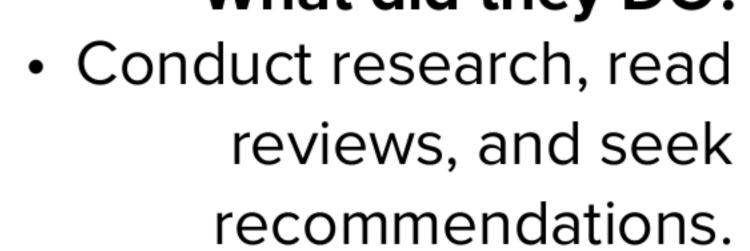
- 1. Financial constraints and concerns about the price of the product.
- 2. Overwhelm due to too many options and difficulty making a decision.
- 3. Annoyance with complicated or time-consuming purchase processes.
 - 4. Frustration with poor customer service or product quality issues.

GAINS

1. Acquiring a high-quality product that meets their needs and expectations.

- 2. Feeling a sense of accomplishment and satisfaction from the purchase.
- 3. Savings through discounts, promotions, or loyalty programs.
- 4. Convenience and a smooth, hassle-free buying experience.





- Compare prices, features, and benefits of different products.
- Add items to a shopping cart or wish list but not complete the purchase.
- May engage in impulse buying or carefully planned purchases based on emotions and needs.

What do they SEE?



- Experience excitement or anticipation about the product.
- May feel anxious or hesitant due to financial concerns.
- Desire a sense of satisfaction and confidence post-purchase.
 - Seek reassurance about the quality and reliability of the product.



WHO are we empathizing with?

We are trying to understand the

forward to buy the product.

What do they HEAR?

market.

general **customers** who are looking

1. Listen to recommendations from

2. Hear about promotions, discounts, or

special offers from advertisements.

3. Receive feedback from online reviews

reputation, positive or negative, in the

friends, family, or colleagues.

and social media comments.

4. May hear about the product's

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(3)

Other thoughts and feelings

- I. Considering the long-term value and durability of the product.
- 2. Evaluating the environmental or ethical implications of the purchase.
- 3. Relief from finding a solution to their problem or need.
- 4. A sense of empowerment from making an informed choice.



What do they SAY?

- Express concerns about pricing and affordability.
- Mention preferences for certain product features or
- Discuss past experiences and their impact on buying decisions.
- Share opinions on the value they expect from a purchase.