Empathy Map

Empathy Map

What does he/she **Think and Feel?**

- What really counts
- Major preoccupations
- Worries and aspirations

What does he/she **See?**

- Environment
- Friends
- What the market offers

What does he/she **Hear?**

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

What does he/she **Say and Do?**

- Attitude in public
- Appearance
- Behavior toward others

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

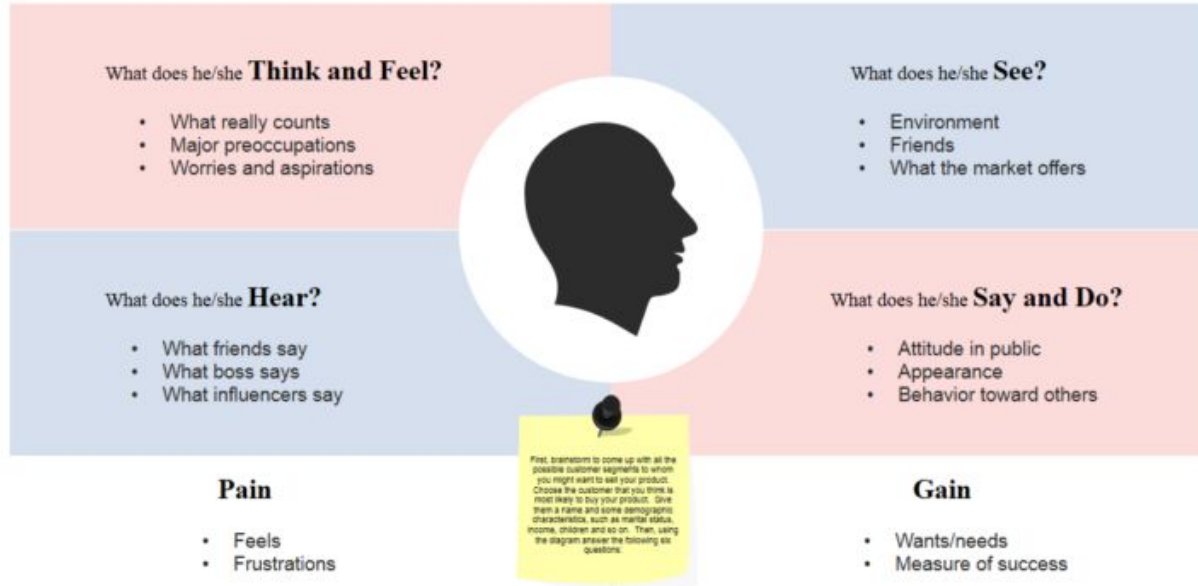**Pain**

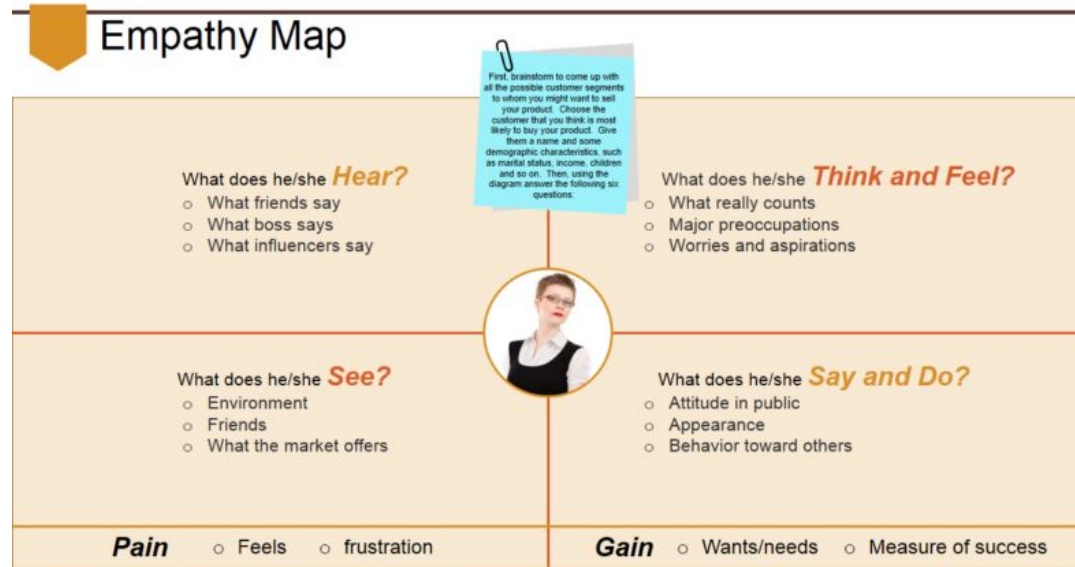- Feels
- Frustrations

Gain

- Wants/needs
- Measure of success

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- A square with four quadrants and the user or client in the centre is an **empathy map**.
- A category is included in each of the four quadrants to assist us better understand the user's perspective.

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The four empathy map quadrants look at what the buyer/customer/user :

- Says

- Thinks

- Feels

- does

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Objectives of an Empathy Map:

- It externalizes information about the user knowledge to facilitate decision-making.
- To foster a common understanding of user demands.

Empathy Map

An empathy map is a tool to understand the needs of the customers and what they think, feel, say and do.

6 What do they HEAR?
✓ Add text here
✓ Add text here
✓ Add text here

GOAL

7 What do they SEE?
✓ Add text here
✓ Add text here
✓ Add text here

1 WHO are we empathizing with?
✓ Add text here
✓ Add text here
✓ Add text here

2 What do they need to DO?
✓ Add text here
✓ Add text here
✓ Add text here

5 What do they DO?
✓ Add text here
✓ Add text here
✓ Add text here

4 What do they SAY?
✓ Add text here
✓ Add text here
✓ Add text here

3 What do they THINK and FEEL?

PAINS
✓ Add text here   ✓ Add text here
✓ Add text here   ✓ Add text here

GAINS
✓ Add text here   ✓ Add text here
✓ Add text here   ✓ Add text here

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Creating an Empathy map:

- Step 1: Establishing Focus and Objectives.
- Step 2: Capturing the outside world .
- Step 3: Investigate the Mind's Inside.
- Step 4: Share and summarise.

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Advantages of Empathy Map:

Get a quick grasp of your target audience, that includes :

- the project team in knowledge sharing
- pinpoint the main issues that need to be resolved.

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Pain
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FAQs

What is the difference between empathy map and persona?

- Personas are based on imaginary users

- Empathy maps are based on actual people

What are the types of Personas?

- Role-based Personas

- Goal-directed Personas

- Engaging Personas

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- Fictional Personas

What are the steps to create a customer journey map?

- The map's goal should be made very clear.

- Describe your characters and draw attention to your target market.

- Set objectives for each stage as you define them.

- Describe the touchpoints.

- Gather information and customer reviews.

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- Identify friction points and areas of pain.

- Determine what needs to be improved.

What are the 5 E's in a customer journey map?

- Entice

- Enter

- Engage

- Exit

- Extend

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