

## Empathy Map: Action Plan

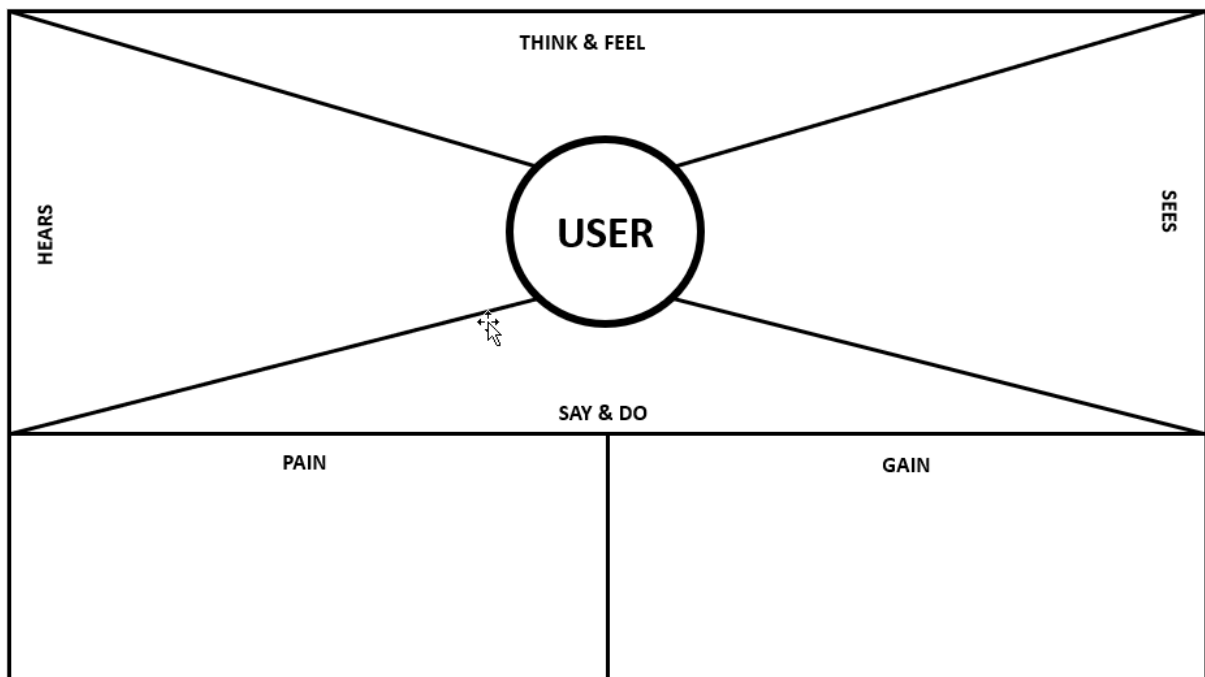
### What is an Empathy Map?

An empathy map is a tool that lets you better understand your customer base. Like a customer avatar, an empathy map enables you to visualise your customer needs, wants, and deepest (secret) desires. Because it requires you to plant yourself in your ideal customer's shoes, it'll help you realise what consumers *actually* want – not what you *think* they want.

### What Does an Empathy Map Look Like?

Empathy maps are often divided into 6 sections, with the ideal customer as the centrepiece:

- Think and Feel
- Hears
- Say and Do
- Sees
- Pains
- Gains



## **Empathy Map Plan**

- Everyone bring any data or insights they have about the empathy map target
- Draw this on the whiteboard
- Everyone preferably has a different colour pen
- Everyone must write at least ONE note per section

Ask your team the following questions and let them think before they start adding answers to the board. A more structured approach means you'll all have time to really think about your customer's emotional needs, rather than just fire off ideas willy-nilly.

### **Think and Feel**

- What keeps your target awake at night, indigestion boiling up their oesophagus, eyes open, staring at the ceiling?
- What are they angry about? Who are they angry at?
- What are their beliefs and dreams?
- What makes them sad and scared?
- Is there a built-in bias to the way they make their decisions? (example: engineers = exceptionally analytical)

### **Sees**

- What sights surround the target's home?
- What do they see at work?
- Who do they see the most? Friends or family?
- What trends do they see in their work, home and social life?
- What will the target think when they see [your product/service/advertisement]?

### **Hears**

- Who does your target customer hear from most often?
- What media are they influenced by?
- What would their boss/friends/family say if they knew the target used [your product/service/advertisement]?

### **Says and Does**

- What are the target's top 3 daily frustrations? How do they handle them?

- How does your target behave in different environments? I.e. in public, in private, with friends, family and co-workers?
- How do they speak to others? Do they open up more to friends or family?
- Do they have their own language?
- What would the target say and do while using [your product/service]?  
Would this change if other people knew the target used [your product/service]?

### **Pains**

- What is your target most afraid of?
- What daily stresses do they encounter?
- What's stopped them dealing with the problem before?
- Why have other [products/services] failed the target before?

### **Gains**

- What do they secretly, ardently desire the most?
- What does the target need to reach their goals?
- How does the target measure success?

### **While We're Completing The Empathy Map**

- When someone writes an insight on the board, they should talk through their thought process with the rest of the team
- At the end of the session, everyone is to voice the most important thing they have learned