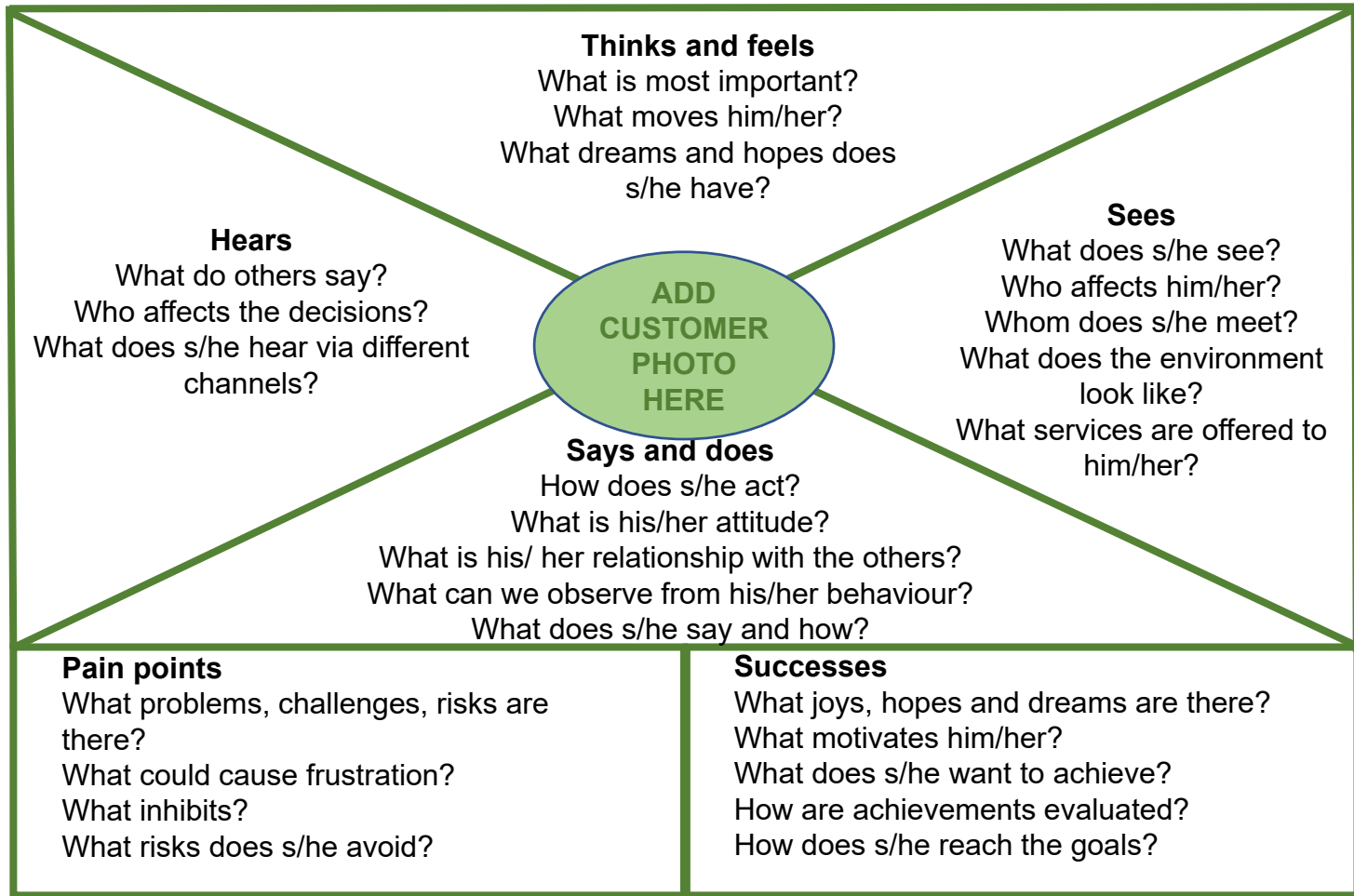


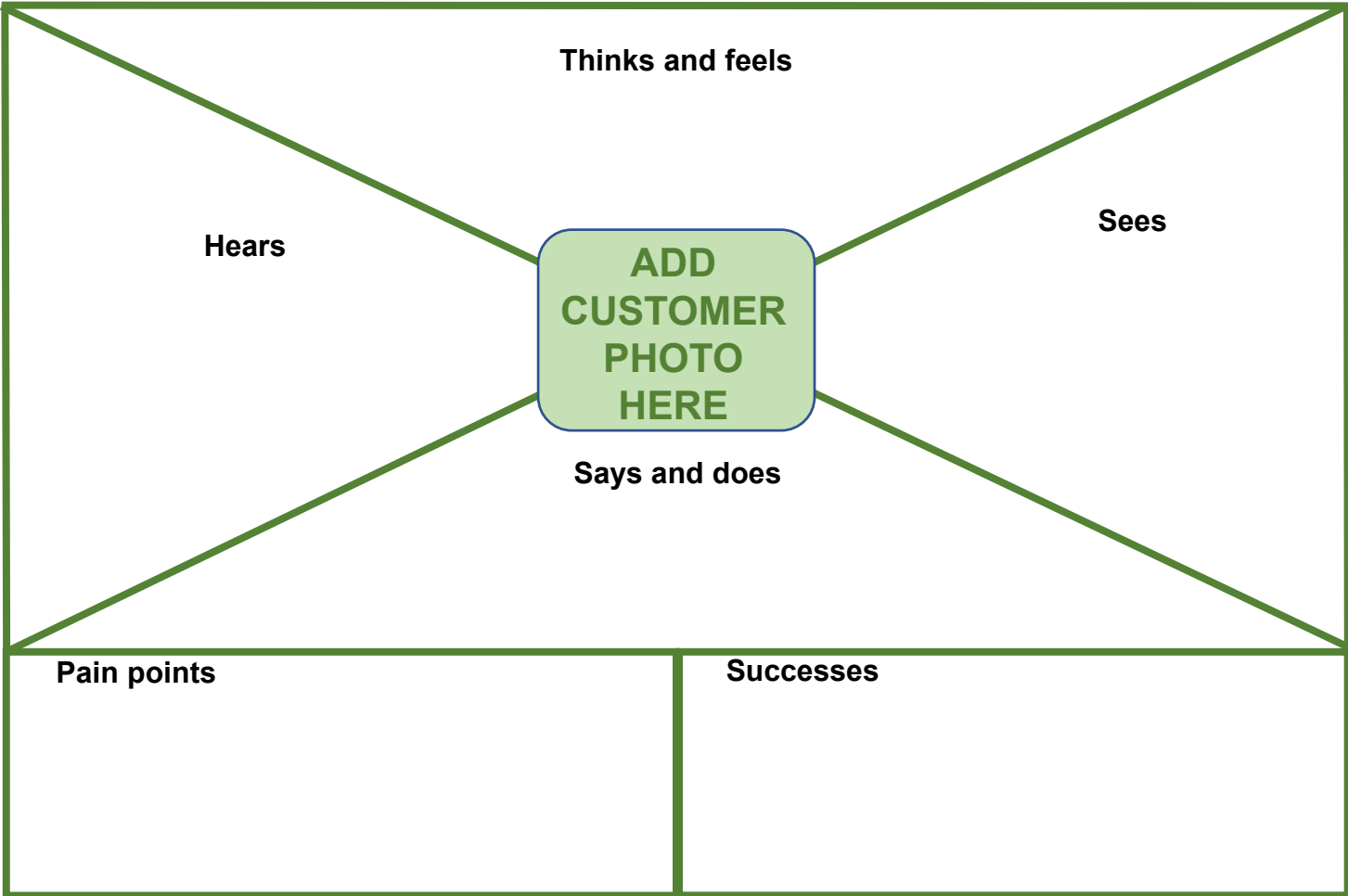
Empathy map - instructions

- The empathy map is a visual tool to analyse the information acquired from customer profiles or observations.
- It helps you to see the existing service through the customers' eyes.
- It helps in discussing the customer's needs, feelings and fears connected with service development.
- It is also a useful tool when drawing up the Business Model Canvas because it help to understand the customer's values.
- There exist numerous online templates. Take your pick!
- WHO are you analysing / understanding? Try to think as the customer in question thinks. What is the situation? What is the customer's role in the situation?
- WHAT is the customer aiming at when using the service? What are his/her needs? What decisions need to be made?
- TIP: In your role of the customer, walk the customer journey through the service. Use the audio recorder of your mobile phone, and speak what comes to your mind. More is more! Fill in the template after the experience.
- TIP: Print out Slide 2 and take it with you on the customer journey.
- TIP: Print out the empathy map on Slide 4 for filling in with pen.
- TIP: Online, fill in the empathy map on Slide 5 and print it out.

EMPATHY MAP OF _____



EMPATHY MAP OF _____



EMPATHY MAP OF _____

Hears

Thinks and feels

**ADD
CUSTOMER
PHOTO
HERE**

Says and does

Sees

Pain points

Successes