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

Thinks and feels What is most important? What moves him/her? What dreams and hopes does s/he have? Sees Hears What does s/he see? What do others say? Who affects him/her? ADD Who affects the decisions? Whom does s/he meet? **CUSTOMER** What does s/he hear via different What does the environment **PHOTO** channels? look like? **HERE** What services are offered to Says and does him/her? How does s/he act? What is his/her attitude? What is his/ her relationship with the others? What can we observe from his/her behaviour? What does s/he say and how?

Pain points

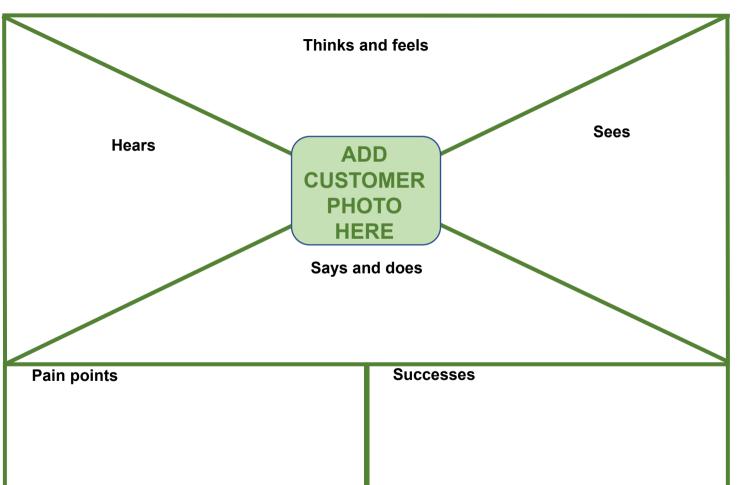
What problems, challenges, risks are there?
What could cause frustration?
What inhibits?
What risks does s/he avoid?

Successes

What joys, hopes and dreams are there? What motivates him/her? What does s/he want to achieve? How are achievements evaluated? How does s/he reach the goals?



EMPATHY MAP OF _____





EMPATHY MAP OF	
Hears	Thinks and feels
ADD CUSTOMER	
PHOTO HERE	
	RE
Says and does	Sees
Pain points	Successes