

EMPATHY MAP

Learn to understand your customer better and find possible pain points in the service from the customer's viewpoint.

The empathy map helps you to see the existing service through the customers' eyes, and to ponder the customers' values and service experience. It helps in recognizing the customers' feelings, needs, thoughts and fears connected with service development.

TASK

Step into your customer's shoes. What are the customer's values, what interests them, what is their relationship with the service under development?

- What does the customer do? What do they say? How do they act and react in the service situation? What is their attitude concerning the service? What do they tell others about it?
- What does the customer see? Describe the service situation and environment. Are there any challenges? What is their attitude towards the service environment?
- What does the customer feel and think? What do they feel in the service situation? What is important for them? What inner motives and thoughts steer their actions in the service situation?
- What does the customer hear? Which external factors affect their performance and attitude? Do comments from others have an effect? How?
- What does the customer fear? (fears, problems, inhibitions) What are the pain points of the service from the customer's viewpoint? What things worry the customer in the service situation? What pain points does the customer have?
- What does the customer hope? (hopes, desires, needs) What brings joy to the customer? What successes does the customer expect from the service?

TIPS FOR THE EXERCISE

- Stick to the customer's role. Consider the service critically, empathize with the customer's experiences and needs.
- Think about the concrete service experience and environment. In what kind of space does the service take place? What kind of external and internal factors affect the experience?
- Remember to observe the customer experience holistically; before, during and after. jälkeen.



WHAT DOES THE CUSTOMER THINK AND FEEL?

WHAT DOES THE CUSTOMER SAY AND DO?

WHAT DOES THE CUSTOMER SEE?

WHAT DOES THE CUSTOMER HEAR?

WHAT FEARS AND OBSTACLES ARE THERE?

WHAT DOES THE CUSTOMER HOPE FOR?

IDEAS AND SUGGESTIONS

List concrete ways to improve the customer's service experience.