

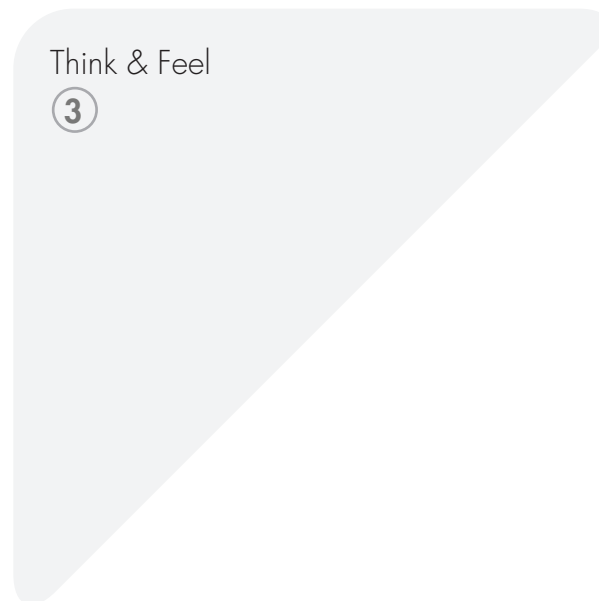
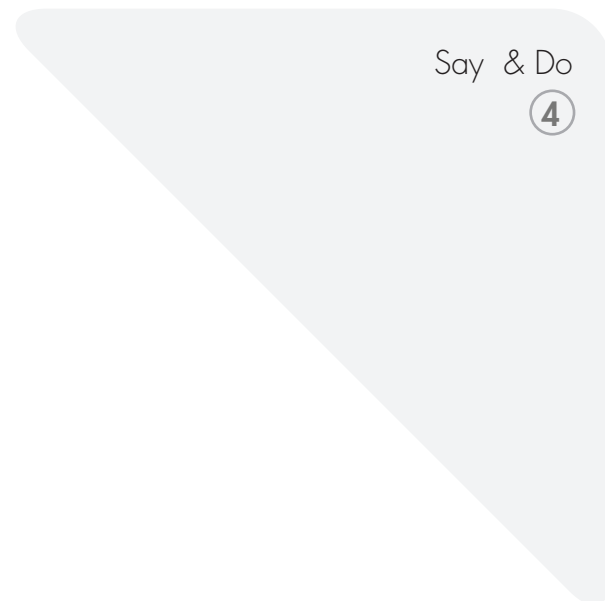
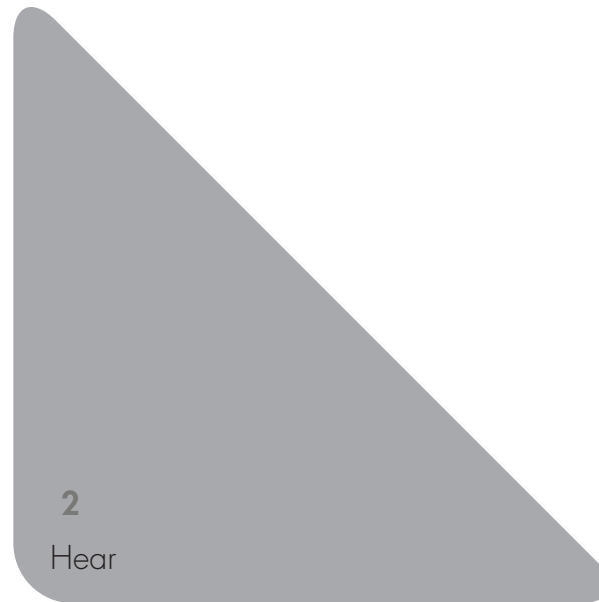
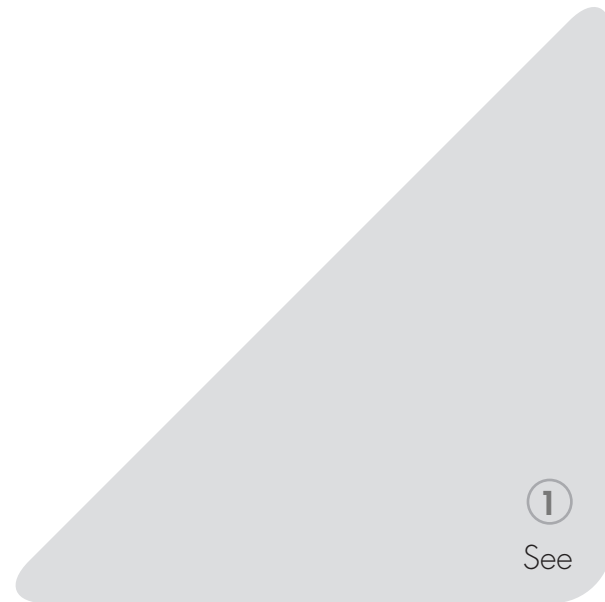
# EMPATHY MAP

TASK/CHALLENGE:

VERSION:

DATE:

**Purpose:** This grid is about observing the world through the eyes of your customer. What are they seeing in their environment? What visuals, products, or messages are catching their attention?



**Purpose:** This grid is about the customer's auditory world. What are they hearing from other people, the media, or through word of mouth? Understanding these auditory inputs can give insight into external influences and opinions that impact their decision-making.

**Purpose:** This grid focuses on observable actions and what the customer is verbally expressing. It helps you capture the outward behavior and the actual steps they take in relation to their thoughts and feelings.

**Purpose:** This grid dives into the internal world of the customer. It captures their hopes, fears, emotions, and the deeper thoughts that drive their actions. This is where you identify their emotional needs and motivations.

⑤ **Pains:** This grid focuses on the obstacles and challenges the customer is facing. What are the frustrations or pain points holding them back from achieving their goals?

⑦ **Gains:** This grid captures what success looks like for the customer. It's about understanding the outcomes they hope to achieve and what will make them feel satisfied or accomplished.

# Creating an Empathy Map: Instructions and Thought Starters for Each Grid

An empathy map is a valuable tool to help you understand the thoughts, emotions, and behaviors of your customers, clients, or users. It captures insights in a structured way, allowing you to put yourself in their shoes. When creating an empathy map, use these grids to guide you through different aspects of the customer's experience, thoughts, and emotions. Each section has specific questions to prompt deeper reflection.

## 1. See

**Purpose:** This grid is about observing the world through the eyes of your customer. What are they seeing in their environment? What visuals, products, or messages are catching their attention?

**How to Use:** Capture everything the customer encounters visually, from product displays to competitor advertising. This helps you understand the external influences shaping their decisions.

### Questions & Thought Starters:

- What do they see around them?
- What kinds of offers or advertisements do they notice?
- What do their friends or colleagues show them?
- What visuals or trends are most noticeable in their environment?
- How are competitors positioning themselves?
- Example: If you are mapping the experience of someone looking to buy a house, ask, "What real estate signs, home listings, or renovation shows might they be seeing?"

## 2. Hear

**Purpose:** This grid is about the customer's auditory world. What are they hearing from other people, the media, or through word of mouth? Understanding these auditory inputs can give insight into external influences and opinions that impact their decision-making.

**How to Use:** Focus on conversations, recommendations, and messages the customer is exposed to. These could include social media commentary, advertisements, or advice from family and friends.

### Questions & Thought Starters:

- What are their friends, family, or colleagues saying?
- What media or influencers do they listen to?
- What messages from brands are reaching their ears?
- How do social or cultural trends shape what they hear?
- What advice or suggestions are people around them offering?
- Example: For someone planning a family vacation, ask, "What travel recommendations might they be hearing from friends or travel agencies?"

## 3. Think and Feel

**Purpose:** This grid dives into the internal world of the customer. It captures their hopes, fears, emotions, and the deeper thoughts that drive their actions. This is where you identify their emotional needs and motivations.

**How to Use:** Think about what really matters to the customer, their dreams, frustrations, and aspirations. This is key for understanding the emotional triggers that guide their choices.

### Questions & Thought Starters:

- What are their main worries or fears?
- What excites or motivates them?
- How do they feel about the options in front of them?
- What keeps them up at night regarding this decision?
- What emotional needs are they trying to fulfill?
- Example: If they are looking into senior care for a parent, consider, "Are they worried about finding the right level of care, or are they feeling guilt about not being able to care for their loved one themselves?"

## 4. Say and Do

**Purpose:** This grid focuses on observable actions and what the customer is verbally expressing. It helps you capture the outward behavior and the actual steps they take in relation to their thoughts and feelings.

**How to Use:** Look at what your customer says in public or to friends, and observe how this matches or conflicts with their behavior. This grid reveals the gap between their expressed desires and their actions.

### Questions & Thought Starters:

- What are they saying to friends, family, or colleagues?
- How do they describe their needs or desires in this situation?
- What actions are they taking to meet their goals?
- How do their actions reflect (or conflict with) what they say?
- What do they post or share on social media?

**Example:** If they are pursuing a hobby like photography, ask, “Are they actively researching new equipment or taking courses, and what do they tell others about their passion?”

## 5. Pain

**Purpose:** This grid focuses on the obstacles and challenges the customer is facing. What are the frustrations or pain points holding them back from achieving their goals?

**How to Use:** Identify the problems they face and the barriers preventing them from reaching their desired outcomes. This grid helps to pinpoint areas where you can provide solutions to ease their frustrations.

### Questions & Thought Starters:

- What are their biggest frustrations with current products or services?
- What obstacles stand in their way?
- What risks do they fear?
- How might these problems make them feel overwhelmed or powerless?
- What’s preventing them from making a decision or taking action?

**Example:** For a first-time homebuyer, consider, “Are they struggling with understanding mortgage terms, or are they frustrated by the limited availability of homes within their budget?”

## 6. Gain

**Purpose:** This grid captures what success looks like for the customer. It’s about understanding the outcomes they hope to achieve and what will make them feel satisfied or accomplished.

**How to Use:** Identify the customer’s desires, dreams, and the results they are aiming for. This section helps you focus on the positive outcomes they seek and how your product or service can help them achieve these goals.

### Questions & Thought Starters:

- What does success look like for them?
- What are they hoping to gain or achieve?
- How will they measure whether their goals have been met?
- What would make them feel relieved or excited?
- What long-term benefits do they seek?
- Example: For someone choosing senior care, ask, “What peace of mind do they hope to gain, and how will they know they’ve found the right facility for their loved one?”

## How to Use This Empathy Map Poster

**Fill in each grid systematically:** Start with one section and move through the empathy map. This helps to ensure you capture a well-rounded perspective of the customer’s experience.

**Use as a collaborative tool:** Work with your team, clients, or stakeholders to populate the empathy map. Different viewpoints will help create a fuller understanding of the customer.

**Update regularly:** Customer behaviors and emotions can change over time, so revisit the empathy map periodically, especially if you’re launching a new product or entering a new market.

**Focus on the “why” behind behaviors:** Use this map not just to track what customers do but to understand why they do it. This insight will be invaluable when crafting your messaging or developing your product.