

# Know your Audience.

## EMPATHY MAP

An empathy map is a tool organisations can use to gain a deeper insight into their customers.

They are often used amongst teams, or in collaborative situations. Much like customer personas, an empathy map can represent a group of customers or a customer segment.

Empathy maps can be used whenever you need to immerse yourself in a user environment or develop a clear picture of your user's attitudes, beliefs, motivations and influences. For example, they can be particularly helpful, when:

- Diving into the customer segments of a business model canvas;
- Building and extending customer personas; and
- Capturing behaviours when interviewing a customer

A sample empathy map is attached to this document. Empathy maps generally vary in shapes and sizes, but there are basic elements common to each one, namely;

- Four quadrants broken into "Thinking," "Seeing," "Doing," and "Feeling."
- Two additional boxes at the bottom of the quadrants: "Pains" and "Gains."

Some versions have a drawing of a human head at the centre to remind users that we are talking about a real, live person. At the end of an empathy mapping session, an empathy map would normally be covered in Post-IT Notes.

A sample empathy mapping session might be as follows:

**STEP1: Assemble your team with any personas, data, or insights about the target of your empathy map.** Print out or sketch the empathy map template on a large piece of paper. Hand each team member Post-IT Notes and a marker. Each person should write down their thoughts on stickies. Ideally everyone would add at least one sticky to every section. Try asking questions, like:

- What would the customer be thinking & feeling?
- What are the customer's worries, concerns and aspirations?
- What would others be likely to say while the customer is using the service?
- What would the customer hear in these situations?
- What would the customer see while using our product?
- What might the customer be saying and/or doing while using our service?
- What are some of the user's pain points or fears when using our service?
- What gains might the user experience when using our service?

**STEP 2: Ask the team members speak about the sticky notes as they place them on the empathy map.** Ask questions to develop a deeper understanding of your customers and elaborate on any thoughts for the rest of the team. To help bring the customer to life, you might even consider drawing the characteristics this person may have on the empathy map. At the end of the session, ask the team members what insights they learned. More importantly, ask them what hypotheses they now have about the users that they'd like to validate.



**THINK:**



**HEAR, SEE,  
SMELL, TASTE &  
TOUCH**

What's important / What concerns do you have

What do your senses experience? What do others say about the service?



**FEEL**



**SAY & ACT**

How does the service make you feel? Worries and emotions

How do you behave in using the service? What do you say in public?



**PAIN**



**GAIN**

Fears, frustrations, barriers

Wants, needs and benefits