

# The Empathy Map



**Time:** 45 mins

**Team:** 3-7 people

**Prep:** Gather research, data and insights about your customers in advance.

**Tools:** Miro board session or printed canvas with stickies.

## When to use The Empathy Map

Persona mapping is effective when we need to know more about a segment, empathy mapping is what you need to understand them.

## Who you'll need

People who can offer different perspectives around your customer. Think customer support to sales, product engineers to marketers! The more insights the better.

## Steps

### Step 1: 10 mins

Break the ice! Do some quick fire introductions. The facilitator of the session should then talk through the canvas explaining each section as per the canvas provided.

### Step 2: 10 mins

Work together as a team to fill out the 4 main quadrants; Think & Feel, See, Hear and Saying & Doing. Draw on the research/insights/data that you've brought into the room as you do so. Add as many stickies to each quadrant as you can within 10 minutes.

### Step 3: 10 mins

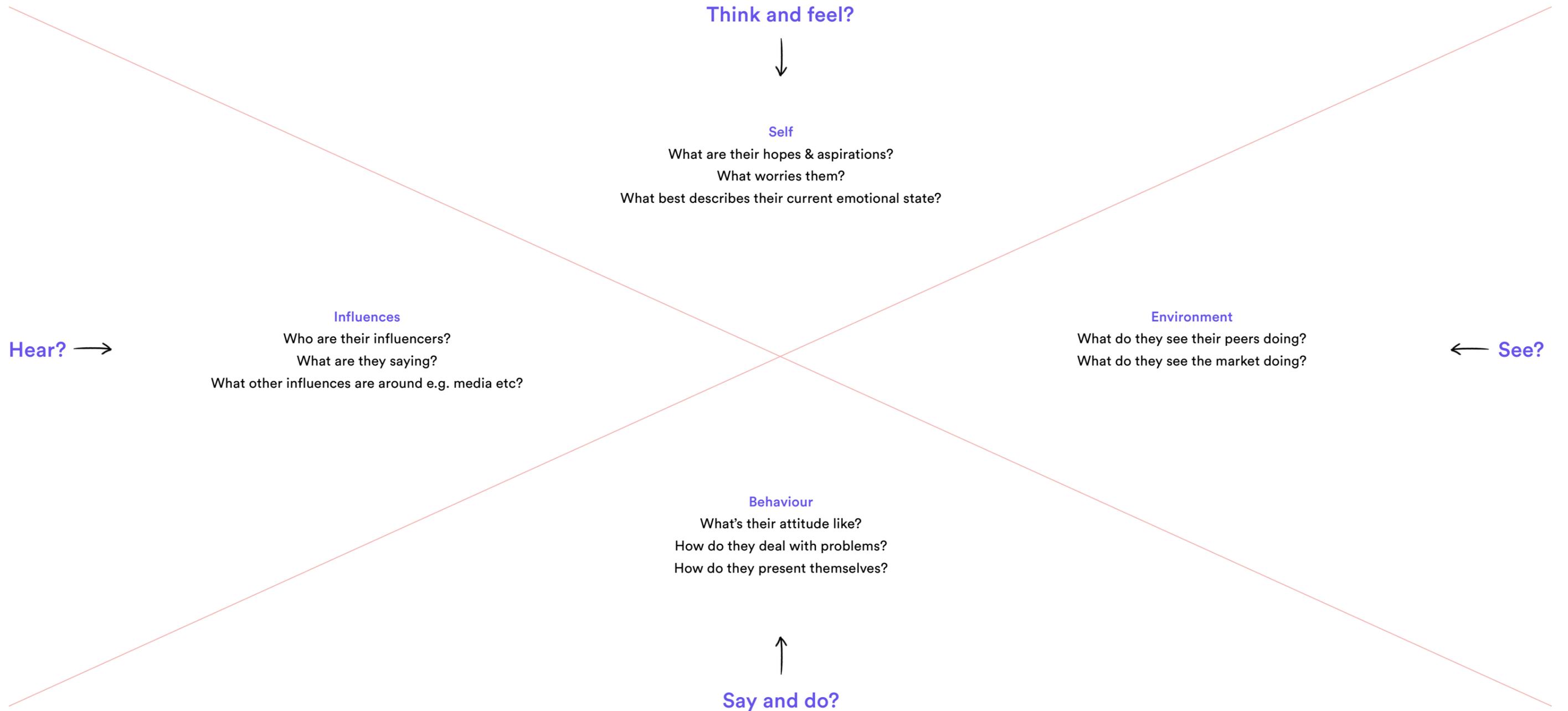
Take a step back and review each quadrant, reviewing and discussing stickies you agree or disagree with. If there are duplicates, consolidate them into one sticky.

### Step 4: 10 mins

Now that you've built an empathetic picture you can outline what you feel your customers pains and gains may be.

## What happens next?

With your empathy map complete, review and share it with your team. The next step is to validate assumptions made with your customers, so pick up the phone. You don't need to talk to a lot of people to validate your thinking but it's important that you do. Keep revisiting this canvas, with more insight and information this is an evolving empathetic view of your customer. Don't be afraid to keep changing and iterating.



## Pain

### Obstacles & Risks

- What are their day to day frustrations?
- What are their long-term fears?
- What is their potential loss?

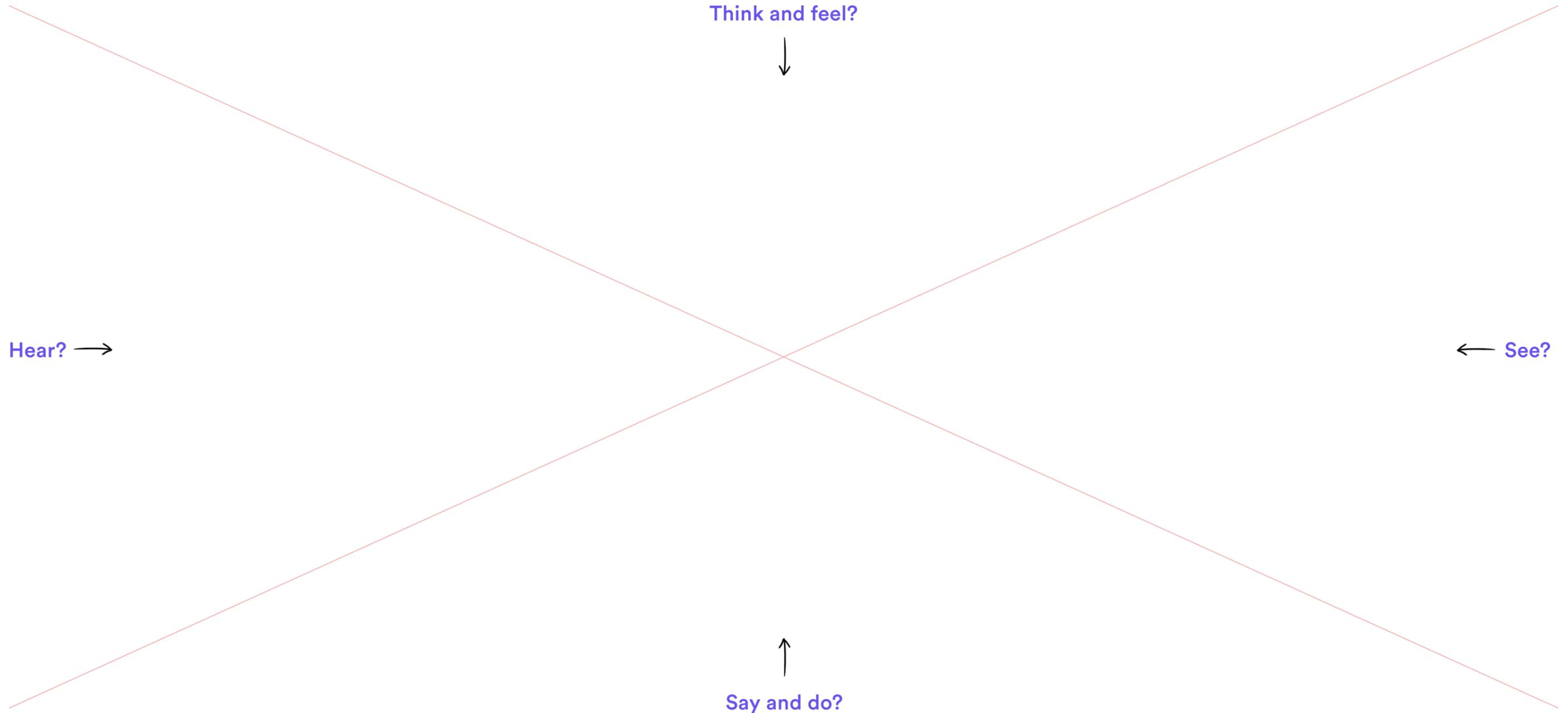


## Gain

### Goals & Desires

- What are their biggest goals?
- What does success look like?
- What would represent a small and large personal gain?





**Pain**

**Gain**

