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Descripción generada automáticamente**EMPATHY MAP**

Imagen que contiene Diagrama

Descripción generada automáticamente

**What is it?**

**Tool to understand in detail the target customer, the people who will want to use and/or pay for your product/solution.**

Fulfilling it you can find out and understand the desires, needs, interests and even frustrations of your potential customers/users through a set of questions. It is about getting into their mind to be able to think like them, empathize and offer them the solutions they really need, through the channel and in the way they want and always taking into account the basic condition that they must be willing to pay for it.

**What is the final purpose?**

**Through the empathy map, you will get to know\* your customers and users better, so that:**

* **It will be easier to improve the products/services offered.**
* **You will be able to adapt and even optimize the offered shopping experience.**
* **You will be able to create highly targeted communication and sales strategies and actions.**

*\*It is a tool based on assumptions and it is advisable to complement this technique with other tools such as market research, surveys, interviews, etc.*

**What steps should I follow?**

**1. Identify what your objective or goal is when making the empathy map.**

**2. Be clear about the person you are going to think about in order to understand him/her better.**

**In case your buyer and end user are different, it is suggested to make two maps. It is critical to know in depth who consumes you and who buys from you.**

**3. Define the moment or scenario in which you place it.**

**4. Pre-define the characteristics of the person and time of purchase based on the available data: age, gender, geography, purchase schedule, number of purchases per year, ...**

**5. Complete the doubts raised in the empathy map below and analyze the results. Try to get to the heart of the person and be specific.**

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Descripción generada automáticamente **EMPATHY MAP (Guide)**

**What influences him/her? How does he/she think and feel?**

* What are his/her concerns?
* What are his/her dreams and goals? What does he/she aspire to?
* What motivates him/her?
* What makes him/her happy? What is his/her purpose in life?
* What values represent them?

**What do they see and how do they perceive it?**

**What do they listen to and what do they want to hear?**

* What does their family tell them?
* What do their friends say?
* What does their working environment say?
* What do those individuals he/she admires or follows say?
* What channels of communication do they consume and what is their message like?
* How is the environment in which the person lives?
* How does he/she understand his/her daily life?
* How does he/she see his/her environment and friends?
* What does he/she see in the marketplace? What offers does he/she often receive?
* What is he/she looking at and reading?

**Name? age? demographics? educational/occupational level?**

* What topics does he/she like to talk about? How does he/she verbalize it?
* Are their actions consistent with their words?
* What is his/her attitude and behavior in public, and is it the same in private?

**What does it say and do? in what environments?**

**Results / Success**

* What do they understand as success?
* What real need or desire do they see as possible to satisfy and how?
* What would end their problems?
* What other thoughts and feelings might motivate and influence their behaviors?

**Efforts and/or obstacles in the way**

* What are their fears?
* What are their frustrations and anxieties?
* What obstacles do they have to jump over to get what they want?
* What are their limits?

**EMPATHY MAP - PROJECT XXXXXXXXXXXXXXXX**

**Name of the entrepeneur: E-mail: Telephone number: Date:**

**What influences him/her? How does he/she think and feel?**

**What do they see and how do they perceive it?**

**What do they listen to and what do they want to hear?**

**What does it say and do? in what environments?**

XXX

XXX

XXX

XXX

XXX

**Results / Success**

**Efforts and/or obstacles in the way**

XXX

XXX

***This document is only an indicative guide containing general recommendations and advice for the completion of an empathy map. The advice contained in this guide is based on Fundación HAZI Fundazioa's own experience, on the usual practices of the sector, on the opinions of experts in the field and on a series of other external sources and studies, which do not necessarily have a scientific or proven basis.***

***Therefore, this guide should be taken as a merely indicative and general document, to be used or adjusted according to the needs of each case. Fundación HAZI Fundazioa declines any kind of responsibility regarding the use that may be made of the advice contained in this guide.***

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