

CUSTOMER EMPATHY MAPPING

**A PRACTICAL EMPATHY MAPPING
WORKSHEET TO HELP YOU GAIN DEEPER
INSIGHTS INTO YOUR TARGET AUDIENCE**

FREE WORKSHEET

***“ Nobody cares
how much you know
until they know
how much you care.”***

– Theodore Roosevelt

WHAT IS EMPATHY?

1. The intellectual identification with the feelings, thoughts, or attitudes of another.
2. The vicarious experiencing of those feelings, thoughts, or attitudes.
3. Empathy is not sympathy (Sympathy, as the dictionary puts it, “is sorrow or pity for another's misfortune or suffering.”)

MAPPING INSTRUCTIONS

***Our customers
need a better way to***

because _____.

AUDIENCE PERSONAS

What are your brand's
3-4 core audience personas?

- 1.
- 2.
- 3.
- 4.

AUDIENCE PERSONAS

CONSIDER THE FOLLOW WHILE MAPPING EACH AUDEINCE

What do they say and do? Try to imagine what the customer says or how they behave in public. What could they tell other people? Try to capture specific quotes or unusual phrases you might remember from your customer.

What do they see? Describe what your customer sees in their environment. What does it look like? Who surrounds them? In this case, images speak louder than post-its! Take advantage of your empathy map and use images that convey meaning.

What do they hear? Describe how the environment influences your customer. What do friends say? Which media channels are influential? You can add links to websites they might frequently visit.

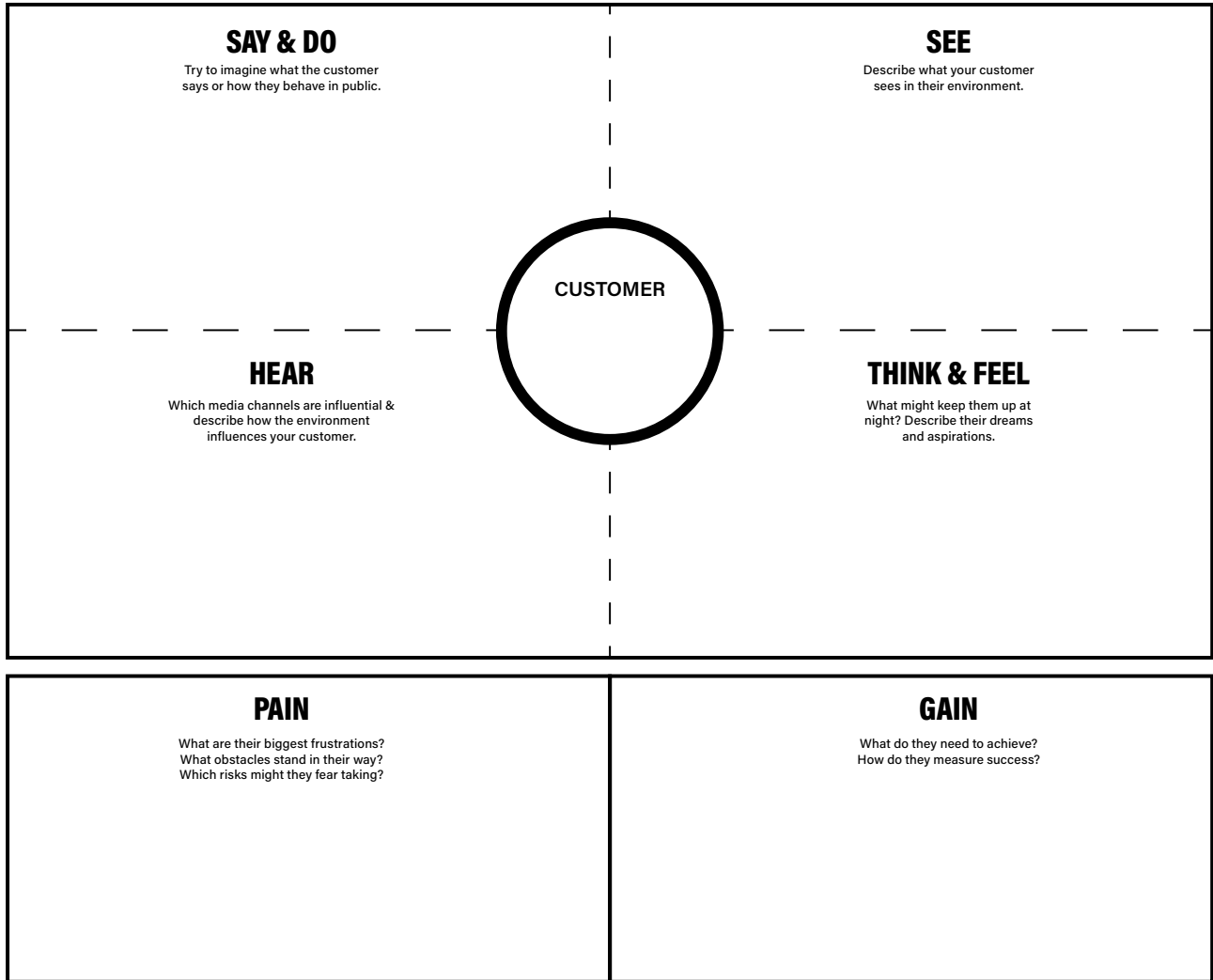
What do they really think and feel? Imagine their emotions, what moves them? What might keep them up at night? Describe their dreams and aspirations.

Pain: What are their biggest frustrations? What obstacles stand in their way? Which risks might they fear taking?

Gain: What do they need to achieve? How do they measure success?

THE EMPATHY MAP

CREATE A MAP FOR EACH OF YOUR AUDIENCE PERSONAS



LIST THE CORE PAINS & GAINS

Pains	Gains
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.

CHANNELS

LIST THE MOST IMPORTANT CHANNELS, BE SPECIFIC, TO REACH YOUR AUDIENCE.
THEN RANK THEM IN ORDER OF VALUE.

Channel	Rank
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

SUMMARIZE YOUR FINDINGS

Who is your Lightning Rod or Most Valuable Customer (MVC)? Who's runner up?	1. 2.
Do you have a new hypothesis?	
What obvious needs and new behaviors have you identified?	
What 5-6 insights have you gained?	• • • • • •

NOW WHAT?

PROPR is a brand development and marketing firm that builds strong national brands. We are passionate about helping brands find their soul and make more meaningful connections.



We develop brand confidence and unity through research-based and consumer-focused brand strategies and creative designs. Our holistic approach, built on relationships, education and, experience, delivers incredible outcomes and significant results for brands ready to push the status quo and bravely shoot for the moon.

IF YOU NEED MORE HELP, WANT TO CONNECT, OR ARE INTERESTED IN WORKING TOGETHER, GET IN TOUCH!

[CONTACT US](#)

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