

Productive Insights

How to Create an Empathy Map



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117. How to Create an Empathy Map



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Empathy Maps

What is an empathy map and why does it matter to you as a business owner and/or a content creator/thought leader:

- It helps you understand your target audience or your customers better and “walk in their shoes”.
- It helps you create content that emotionally connects with your prospect which is necessary to deliver a transformation.
- By understanding their situation, you are more likely to solve their problem in a way that’s meaningful to them.

How to go about creating an empathy map:

- Take a piece of paper and draw a little circle in the middle (representing your prospect or your customer).
- Now, draw four lines from that circle connecting the circle to the top 2 edges of the paper and 2 lines connecting to the 2 sides of the paper about an inch from the edges.
- This will create 4 sections (with a little blank section at the bottom of the paper).
- Imagine your ideal customer and in the first quadrant, write down the following:
 - What is my customer thinking?
 - What is my customer feeling?
 - What is my target audience saying and doing?
 - What is my target audience hearing?
- In the blank section at the bottom, write down on the left-hand side:
 - What are his/her fears and frustrations?
 - What are his/her dreams and aspirations?

Some other questions to ask include:

You can also do the same thing but this time do it imagining them using your

product or your service.

- What do they hear when other people use your product?
- What do they see when they use your product? What is the environment?
- What do they say or feel when using your product, whether in private or public?
- What are their pain points when using your product?
- Is this a positive or a painful experience for them?
- Do they hear positive feedback about your company from external sources?
- What do they hope to gain from using your product?

Action steps:

- Take a piece of paper and draw a little circle in the middle (representing your prospect or your customer).
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