

EMPATHY MAP

A series of questions to better understand your customer.

COMPLETED FOR:

DATE:

COMPLETED BY:

VERSION:

6

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they reading and watching?

2

What do they DO/need to DO?

What behaviors have we observed?
What can we imagine them doing?
What decisions do they need to make?
What do they do now/what do they need to do differently?
How will we know we were successful?

1

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

5

What do they HEAR?

What do they hear others saying?
What do they hear from colleagues,
friends, and/or second-hand?

3

What do they SAY?

What have we heard them say?
What can we imagine them saying?

4

What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes, dreams?

What other thoughts and feelings might motivate their behavior?

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