

Empathy Challenge B1

I can identify with others.

Entrepreneurial Culture



Empathy Map



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Customer Analysis with the Empathy Map

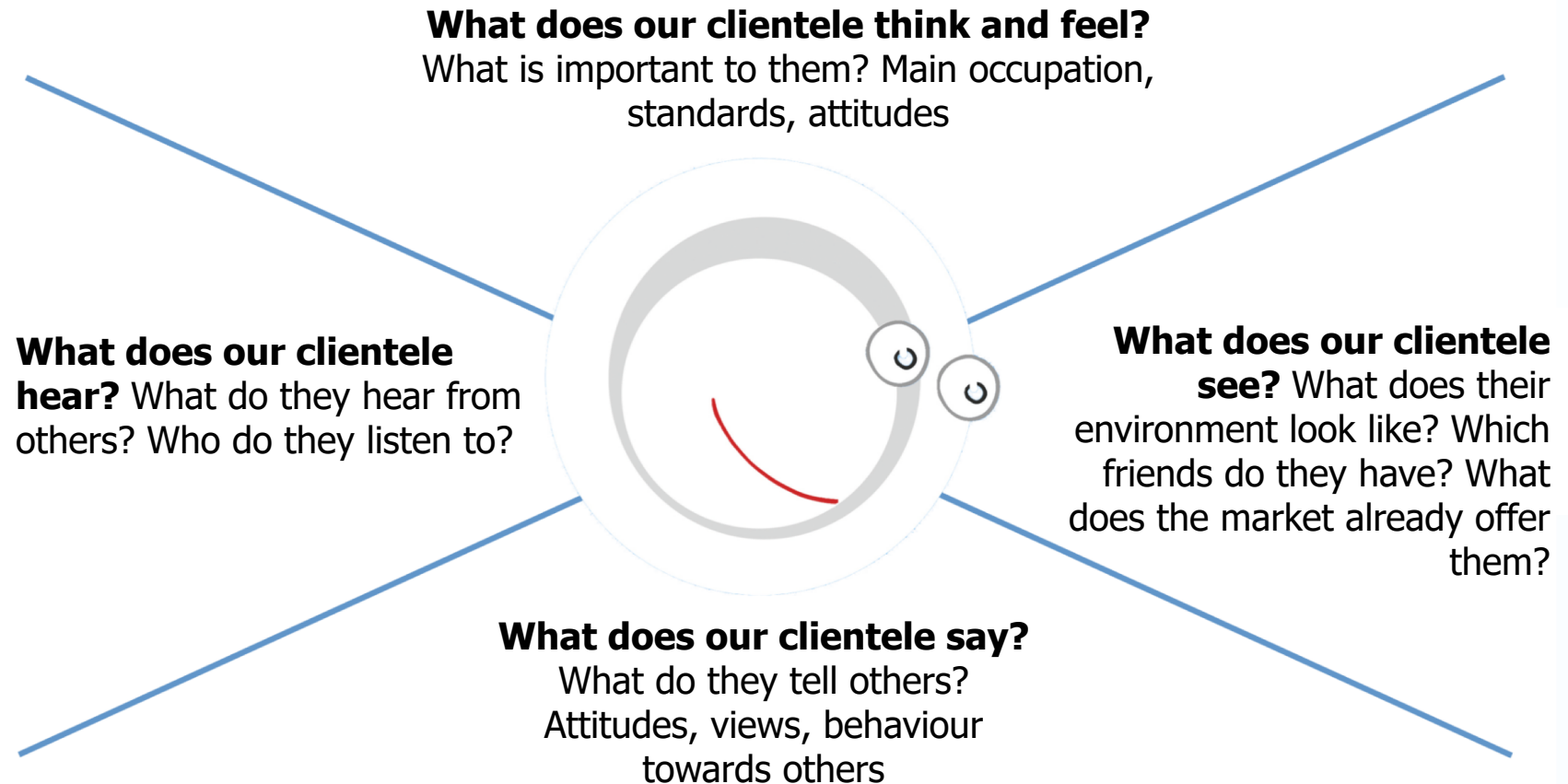
- Analyse a potential customer and write down what he/she hears, see, says, thinks and feels.
- Focus on what the customer perceives = the customer perspective
- The Empathy Map is an effective instrument to create a personalised image of your clientele.

Customer Analysis with the Empathy Map

- Brainstorming allows for the collection of all possible customer segments
- Select three promising clients → then choose one of them.
- Profiling Exercise: Name, demographic characteristics (age, income, family situation, etc.) – the more specific the information is, the easier the challenge will be!
- Visualise, brainstorm, use post-its.
- Use the Empathy Map to create profiles on a flipchart.

Empathy Map

Customer: A brief description



Negative

Fears, frustrations, reservations
What are they scared of?

Positive

Desires, needs, standards of success
What makes them happy?

Empathy Map

Customer:

