

How to deeply understand your customers.



Creating an Empathy Map

Sometimes, revisiting the audience themselves can be a helpful exercise in developing new content ideas. **Empathy Maps** are a quick tool for doing that. They're not a replacement for research, but they can be helpful for kickstarting ideation.



The Exercise:

1. Write your persona's name in the middle of your sheet or whiteboard. Even better, draw a picture of the person.
2. Create four boxes around the person, and write "Hearing, Seeing, Thinking, Saying, Feeling, Doing."
3. Post your ideas in each of the six boxes, riffing on your colleagues' ideas.

Often, you'll need to create context for yourself or a group. Context helps to create creative constraints for ideators. Try drawing the customer journey on a whiteboard, and choose specific, critical junctures as the context for your ideas.

For example, what is the customer "feeling" when they begin an informational Google search to try to solve their problem?

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Hearing	Seeing
Thinking	Saying
Feeling	Doing