



A Fresh Egg Guide to
Customer Experience Discovery

Empathy maps and mapping

What is empathy mapping?

Empathy mapping is a technique first championed within the UX and design communities but is now used more widely within other marketing disciplines.

It is a quick and simple way of visualising the 'experience' someone has in relation to a specific BOBIT (Brand, Organisation, Business, Issue, Things).

- Empathy mapping is a way to characterise target audiences
- An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers
- Each empathy map can represent a group of users, such as a customer segment
- The process of completing the 'maps' draws on stakeholder insights into their own customers

Completing an empathy map is seen by many as being a quick way to create a 'lean' persona – these are arguably better than a standard 'marketing persona' as they are needs-based.





Benefits of empathy mapping

Despite its simplicity, the empathy map has several clear benefits and uses:

Empathy maps are good for:

- ✓ It can help businesses with decisions about things like design, content, marketing activity and messaging
- ✓ It is a collaborative tool teams can use to gain a deeper insight into their customers – we have found that bringing people from across a business together to work on this exercise is beneficial, as it encourages cross-team working and sharing of key information
- ✓ It allows us to understand more about a specific customer or audience group, including their needs, behaviours and experiences
- ✓ Information extracted in this exercise helps devise questions for use in subsequent audience interviews (the next step in a Fresh Egg customer experience project), helping to validate what business stakeholders believe their customers need and experience

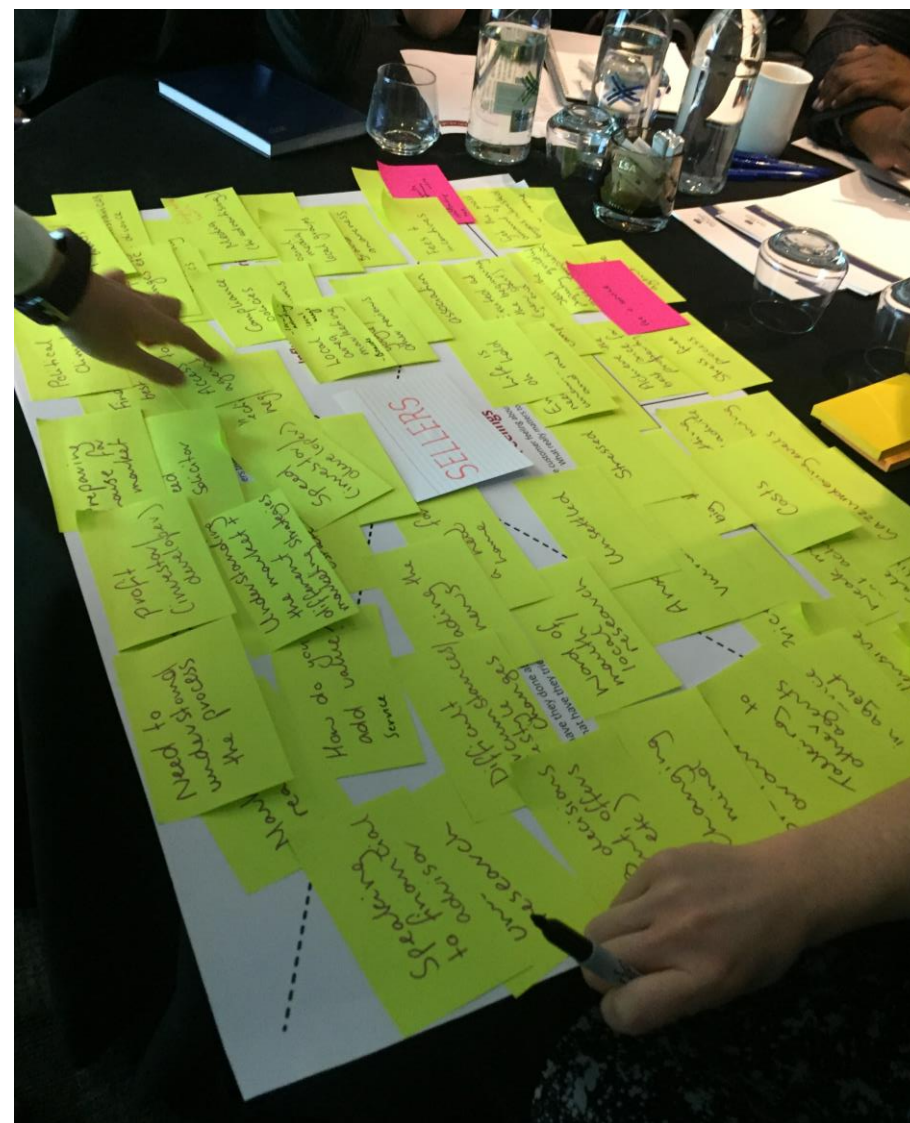
What is an empathy map?

The empathy map has had it's layout redesigned a number of different ways over the past few years, however it is generally based on five key areas.

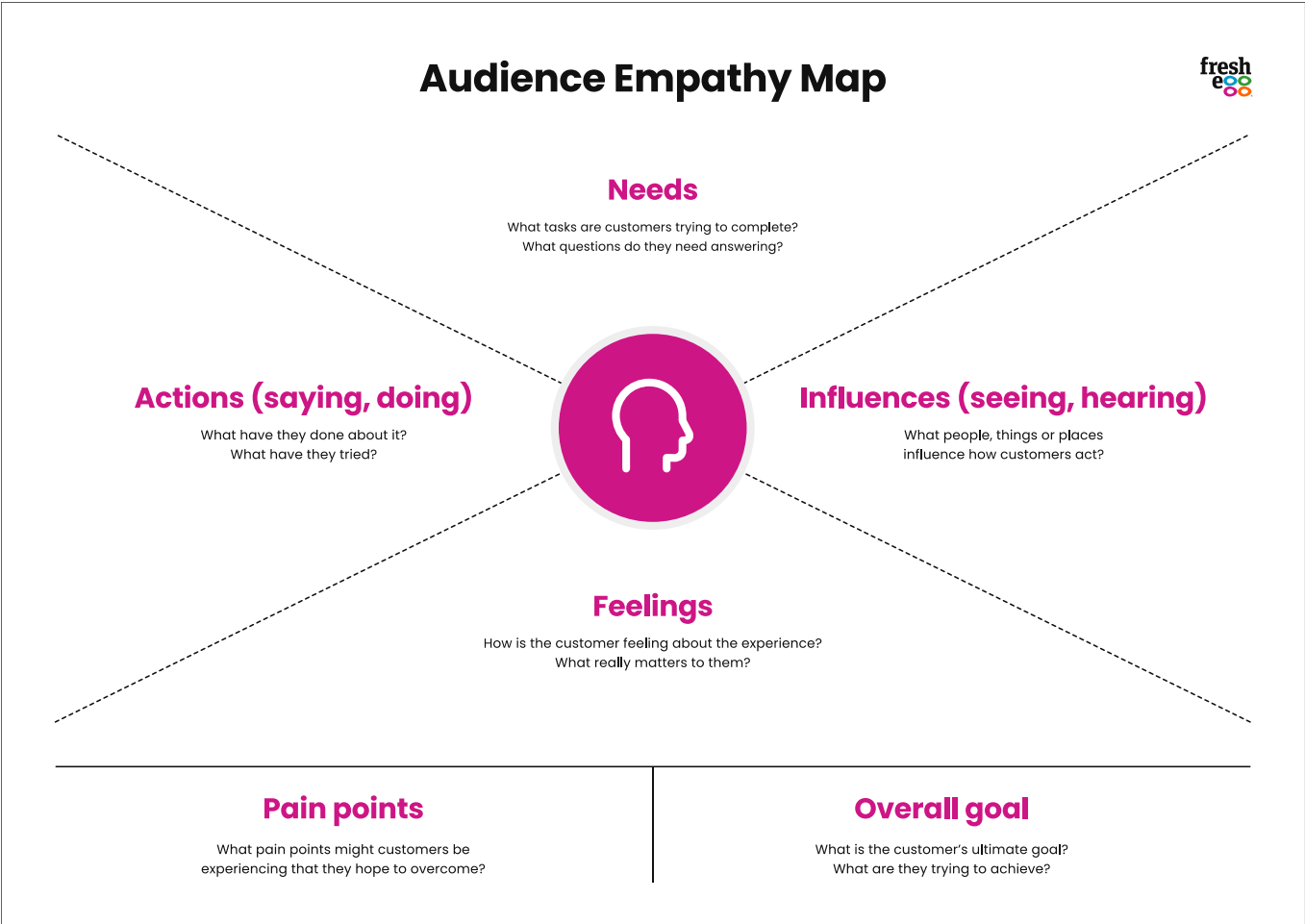
The key areas of an empathy map are:

- What are the needs someone has?
- What are their influences?
- What are their actions?
- How are they feeling?
- What are the pain points or blockers faced?

Fresh Egg's version of an empathy map includes sections related to the above key areas as well as a section to detail the overall goal that someone may have.



Fresh Egg's empathy map



Empathy mapping exercises



Understand more about your audience

Being a collaborative tool, empathy mapping works best when completed in groups.

Typically, we use empathy mapping with our clients in a workshop at the start of a customer experience project or for fact-finding when working on a search or content strategy.

In the workshop we split a group of stakeholders into small groups – usually no more than 5 or 6 people – then give each group a blank empathy map template, a few Sharpies and lots of Post-it notes.

Each group is then asked to imagine that they are that customer from one of the pre-defined, relevant audience groups and complete the map based on how they feel about the area that needs to be mapped.

They must put themselves in the shoes of the person and really 'empathise' with them and their situation.

Example scenario

For an estate agency looking to understand more about their audiences, a typical customer group could be ‘property buyers’ and the topic to map the experience around would be “buying a house”.

Customer Empathy Map



Needs

What tasks are customers trying to complete?
What questions do they need answering?



Influences (seeing, hearing)

What people, things or places
influence how customers act?

Feelings

How is the customer feeling about the experience?
What really matters to them?

Overall goal

What is the customer's ultimate goal?
What are they trying to achieve?

1 Identifying the customers goal

We often suggest groups start by completing the overall goal section on the map.

Things to consider are:

- What is the customer's ultimate goal?
- What are they are trying to achieve?

2 Empathise with your customers

Move on to each of the other segments and complete them, using the following questions as a guide:



Needs

- What tasks is customer trying to complete?
- What questions do they need to get answers to?

Feelings

- What is the customer feeling about the experience?
- What really matters to them?

Actions

- What have they done about it?
- What have they tried?

Influences (seeing/hearing)

- What people, things or places influences how the customer acts?

Pain points

- What pain points might the customer be experiencing that they hope to overcome?



3 Share your findings

After completing the maps, we ask the groups to then share their thoughts with the wider workshop attendees, so that they can see what each other thinks.

The maps are also sometimes moved around the room to other groups, so they can input any additional thoughts for each audience.

If there are multiple customer or audience groups, then the exercise is repeated for each of these.

Contact us

To find out more about empathy mapping or how our customer experience approach can help revolutionise your digital marketing activity, please speak to your Fresh Egg contact or use one of the options below.



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