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Persona or empathy map

Richel Lamadrid
SLU, Philippines

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Customer Empathy Map

Any good product, service or design is only good if it matches what a customer desires in the product.

An empathy is a collaborative tool, teams can use to gain a deeper insight into their customers. Much like a user persona , an empathy map can represent a group of users, such as a customer segment.



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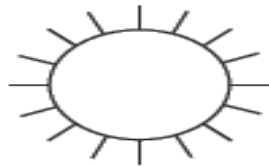
F R I E N D S



PERSONA CANVAS

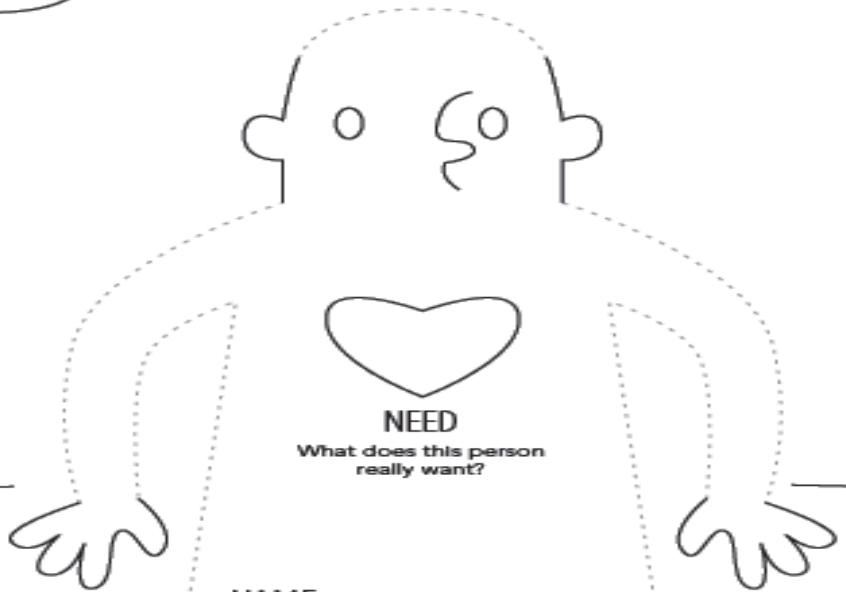


NEGATIVE TRENDS
Negative trends from the environment



POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues



NEED
What does this person really want?

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

NAME _____

ROLE _____

HOPES
Personal goals and hopes



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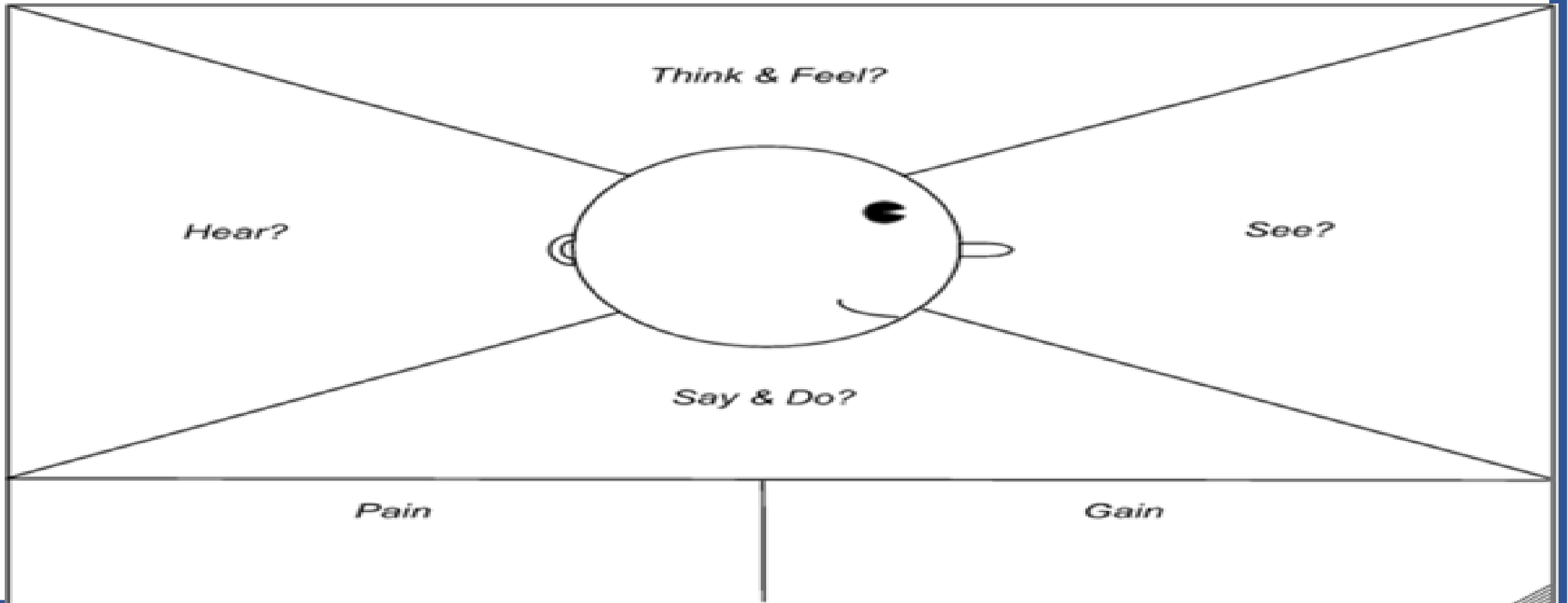
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Customer Empathy Map





Quadrant 1: *THINK & FEEL*

- What does the person (your students) *think and feel*?
 1. What really counts?
 2. Major Preoccupation?
 3. Worries and Aspiration?



Quadrant 2: *HEAR*

- **What does the person (your students) *hear*?**
 1. **What friends say**
 2. **What teachers say**
 3. **What parents say**
 4. **What Influencers say**



Quadrant 3: *SEE*

- **What does the person (your students) *see*?**
 1. **Environment**
 2. **Friends**
 3. **What the market offers**



Quadrant 4: *SAY & DO*

- What does the person (your students) *say and do*?

PAIN	GAIN
1. Fear	1. Wants and Needs
2. Frustrations	2. Measures of Success
3. Obstacles	3. Obstacles



Quadrant 5 & 6: *PAIN and GAIN*

- What does the person (your students) *pain and gain*?
 1. Attitude in Public
 2. Appearance
 3. Behavior towards others



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Thank you for your kind
attention!