



Empathy Map

The Empathy Map model is a tool used in design thinking to help businesses understand the needs, desires, and behaviors of their target customers. The Empathy Map model is a useful tool for businesses looking to improve their customer experience, develop new products, or expand into new markets.

A part of the Digital Leadership
More information on this model is available here: <https://digitalleadership.com/UNITE/empathy-map/>

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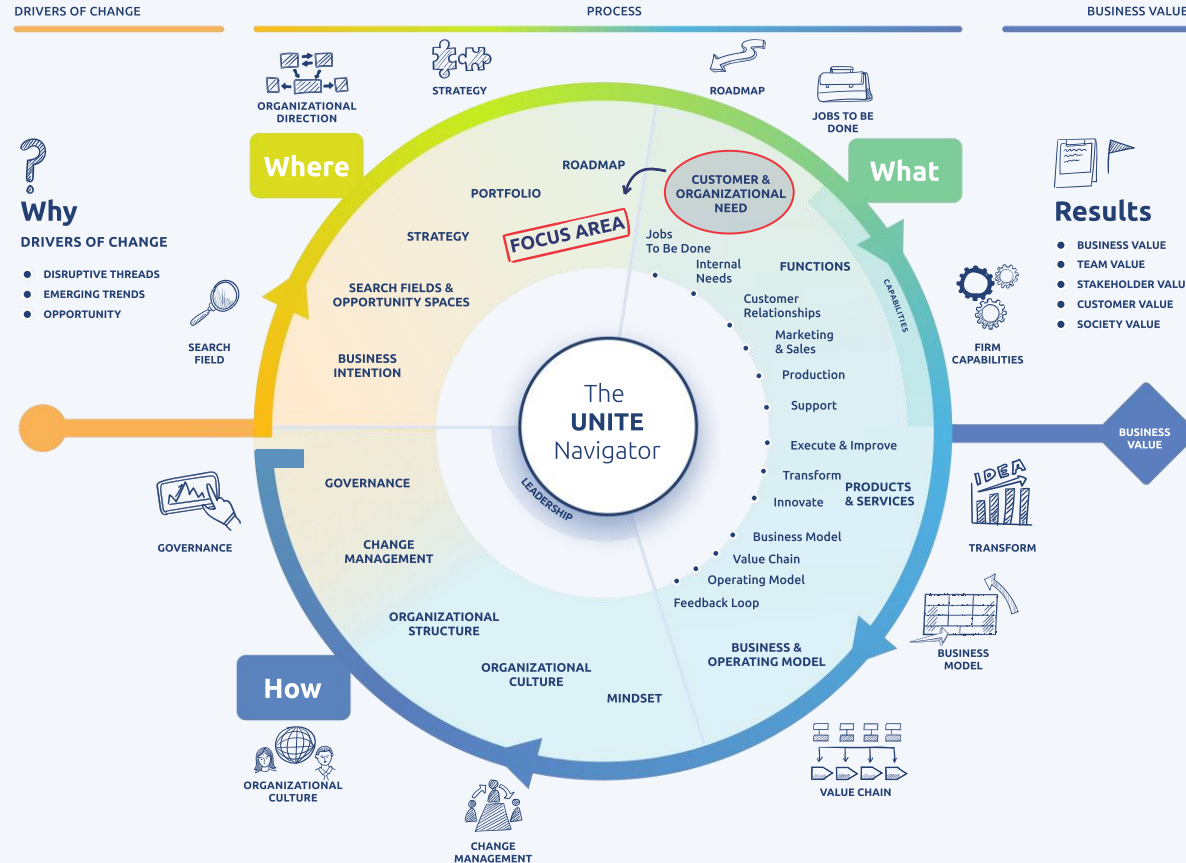
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > As part of this presentation, we will focus on the *Empathy Map*.

Background to Empathy Map

Why we use it

The Empathy Map model is a valuable tool for businesses to gain insights into their customers' needs, desires, and behaviors. It helps to create products, services, and experiences that are more effective and user-friendly, leading to increased engagement, satisfaction, and loyalty. It encourages collaboration and empathy within the organization, leading to new ideas and insights that might not have emerged otherwise. It is widely used in product development, marketing, and customer experience design to create more customer-centric solutions.

How it works

The Empathy Map model works by analyzing the customer's behavior, thoughts, feelings, and other key factors. The model consists of a visual representation of the customer's experience, including what they see, hear, think, feel, say, and do. By analyzing these factors, businesses can gain a deeper understanding of their customers' needs and tailor their products or services to better meet those needs.

The seven sections of the Empathy Map lead you through a series of questions to ensure you consider your customers more deeply than we usually do.

The process involves collaboration with stakeholders, including designers, marketers, and customer service representatives, to ensure that everyone is aligned around the customer's needs and focused on delivering a high-quality experience.

The insights gained through the empathy mapping process can lead to new ideas and insights that can inform product development, marketing, and customer experience design.

What is the goal

Empathy Map model's goal is **to gain customer insights** and **foster empathy** within organizations to create effective and user-friendly solutions.

Empathy Map Definition

Give a voice to your customers

Through an Empathy Map, you're putting yourself in the shoes of your target audience. In doing so, you try to understand what they need—and how they need it—so you can reach and serve them better.

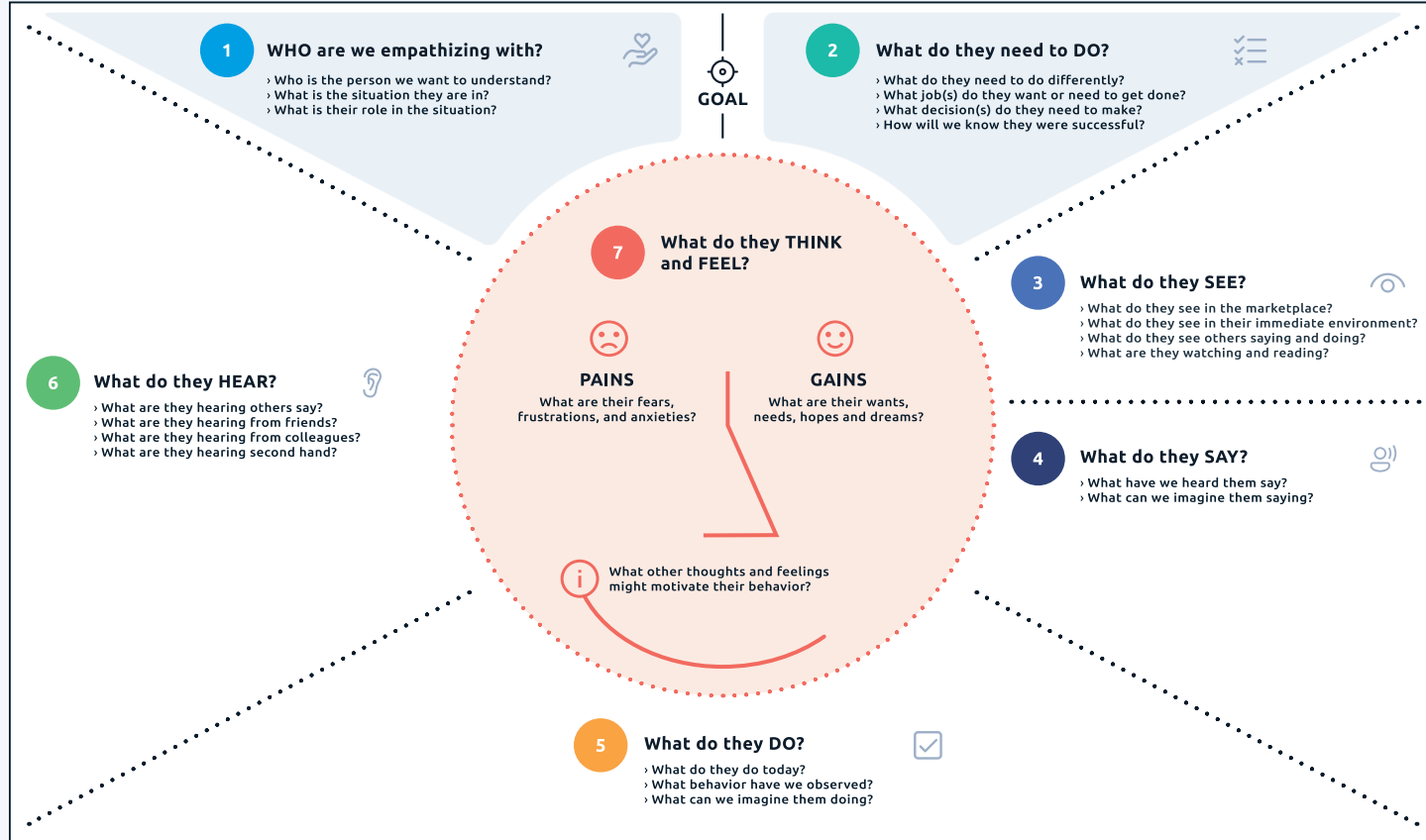
The Empathy Map has seven distinct sections to guide you into considering your customers as completely as possible:

1. **Who** are your customers?
2. What do they **need**?
3. What do they **see**?
4. What do they **say**?
5. What do they **do**?
6. What do they **hear**?
7. What do they **think** and **feel**?

The Empathy Map Canvas explores each of these questions in more detail.

When you understand your customers as living, breathing people—with needs and concerns that exist both inside and outside of your business sphere - you can take steps to reach them in ways that are meaningful, helpful and profitable.

EMPATHY MAP CANVAS



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Patrick Zimmermann is an expert in digital strategy and design. With more than 10 years of experience in leading consultancies and agencies like IDEO, Publicis.Sapient and Publicis.Emil, Patrick Zimmermann has implemented experience strategies and design projects for companies like Daimler, Signal Iduna, Siemens, Credit Suisse. He applies his knowledge in design thinking and customer-centric design methods to complex business problems.

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Sascha is an experienced business leader with infinite passion for strategy, innovation and creativity. He has led world class technology driven companys at the intersection of creativity, technology and innovation like razorfish and R/GA. Sascha has a proven track record of business growth, business strategy, (digital) business innovation, creative awards, and entrepreneurial successes. Sascha has a strong reputation for having an empathetic and purposeful leadership style as well as extraordinary people and communication skills.

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