

How to Empathy Map Checklist and Guide



markempa

Brian Carroll



How can you focus your message on what really motivates your customer? All the automation tools, best practices, data analytics won't help you get the better results you want until you master this skill...

Empathy mapping is an incredibly powerful tool to understand customer motivation to get better results.

That's why I put together the How Empathy Map Checklist to help you get deeper insights into your customers, and better know their emotional motivators with this resource

- Brian Carroll

How to Empathy Map Checklist and Guide

Empathy-Based Marketing is grounded in a deep understanding of the motivations of your customer. Empathy mapping helps you get customer insights based on what is observable (what they are saying and doing) to understand the motivations driving their behavior (i.e., what they are thinking and feeling).

Use this How to Empathy Map Checklist to help guide your approach to understanding customer needs, motivations, and glean surprising insights. You can also use this tool to understand ways you can improve how you connect with what customers already care about and increase overall conversion.

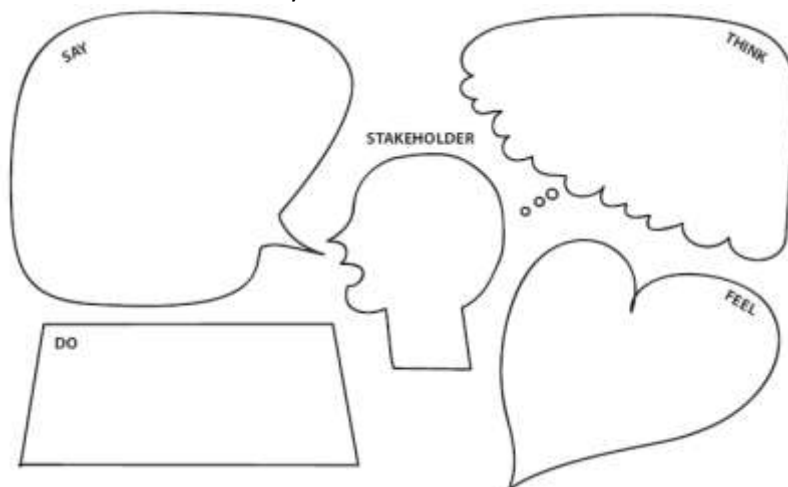


Image Source: [Stanford d. School](#)

How to Create Your First Empathy Map

- ☐ **Step 1:** Write down WHOM you are empathizing with. Then use your applied empathy to embody your customer's perspective and experience. Make sure your view is grounded (based on research and experience) you've had with actual customers.
- ☐ **Step 2: Draw four quadrants** on a whiteboard or a sheet of paper. Label them Say, Think, Feel, and Do.
- ☐ **Step 3: Fill in your map.** Begin with your collected research, which may include notes, audio recordings, and videos from your customers or potential customers. Write as the customer (in the first person). If using a whiteboard, you can write or use Post-it Notes to capture input.
 - **Say:** What are they saying? Notice key phrases and distinctive words they use.
 - **Do:** Notice their behaviors or actions. What are you observing?
 - **Think:** What may they think (questions asked) based on what they're doing and saying?
 - **Feel:** What might they be feeling? What do you notice that indicates their emotion?

To get the best information, we recommend you do research and interview customers in person or via video meeting about their experiences. Make you pay attention to [body language](#), [facial micro-expressions](#), tone, and their chosen words as you [listen with a third ear](#).

Ponder what they are doing and saying and what might that indicate about how they are feeling and thinking?

- **Step 4: Determine needs and motivations.** Needs and motivations are verbs, not nouns. You're trying to understand the nature of the problem from the perspective of your customer. You want to know what they care about already (instead of trying to get them to care).
 - What are they trying to do?
 - What do they want?
 - Where could they use help?
- **Step 5: Write your customers motivating needs** at the bottom of your map as pains and gains.
 - Describe their gains: Wants, needs, hopes, and dreams
 - Describe their pains: Fears, Frustrations, anxieties
- **Step 6: Glean wisdom.** This step is where you apply your empathy as your intuition. Your goal is to understand why. What's motivating them? For example, you can look at the empathy map for contradictions between what users say and what they do. Jot down your insights and questions.
- **Conduct customer empathy workshop.** In this step, you want to get insights from your team's collective wisdom experience of what motivates customers. At [markempa](#), we've found this is critical to help accelerate the understanding of customer motivation, which can then be validated through testing to help improve customer experience and increase conversion.

Additional Resources:

Markempa: [What is empathy-based marketing?](#) learn how to use empathy-based marketing to make powerful emotional connections, convert more customers, and drive growth

Copyblogger: [Empathy Maps: A Complete Guide to Crawling Inside Your Customer's Head](#)

D. School: [Use our methods](#)

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Learn how to apply emotional motivators to increase conversion

Watch my on-demand webinar,
"How to apply emotional motivators to increase conversion"

[Watch now](#)

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