Innovative Entrepreneurship Theory and Practice

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Lesson 4: Customer analysis: Empathy Maps

Innovative Entrepreneurship theory and practice (888111)

customer analysis

The goal of customer analysis is to know how customers act and what they like.

It means finding out things like how old they are, how they shop, what they bought before, how they spend money, how much they like a company, and more.

This helps us understand what they want, what makes them unhappy (pain points), and what they are trying to achieve.

customer analysis

Find out

- who the customer is

    who would be interested in using or buying what you offer

- what the customer wants

    understand what the customer likes,

    what problems they have,

    and what they are looking for

- how the company's product or service helps the customer:

    how the things the company sells

    can make the customer happy or

    solve their problems

PAIN POINTS

understand your customers

understanding the customer – why is it important?

- find out if there is a real demand for your product or service in the market

- choose the most effective channels and methods to reach and convert potential customers

- address customer motivations and concerns

- your product or service better meets their expectations

- lead to product enhancements, better customer experiences, and increased customer satisfaction

- improve customer retention

- adapt to changing market conditions and evolving customer expectations

- differentiate your business from competitors

- customers are more likely to engage with businesses they trust

understanding the customer – how?

- Identify your target audience

- Conduct market research – including competitor analysis, and market trends. Look for gaps and opportunities

- surveys and interviews

- customer feedback, reviews, and comments can provide valuable insights

- competition - what do they do well, and where are there gaps or areas for improvement?

- adapt to changing market conditions and evolving customer expectations

- segmentation - allows for more targeted marketing and product development

- build relationships

- Create user personas (later) - understand their needs and goals

understanding the customer – how to identify your target customers

- comprehensive market research – e.g. look at the buying behaviours of potential customers

  - conduct surveys and interviews with potential customers

- segmentation - criteria include age, gender, income, location, interests, values, and behaviour (e.g. target "millennials aged 25-34 who are environmentally conscious)

  - competition - identify the customers they are targeting

  - social media & search - use analytics tools

  - customer feedback

- Create user personas - understand their needs and goals (later)
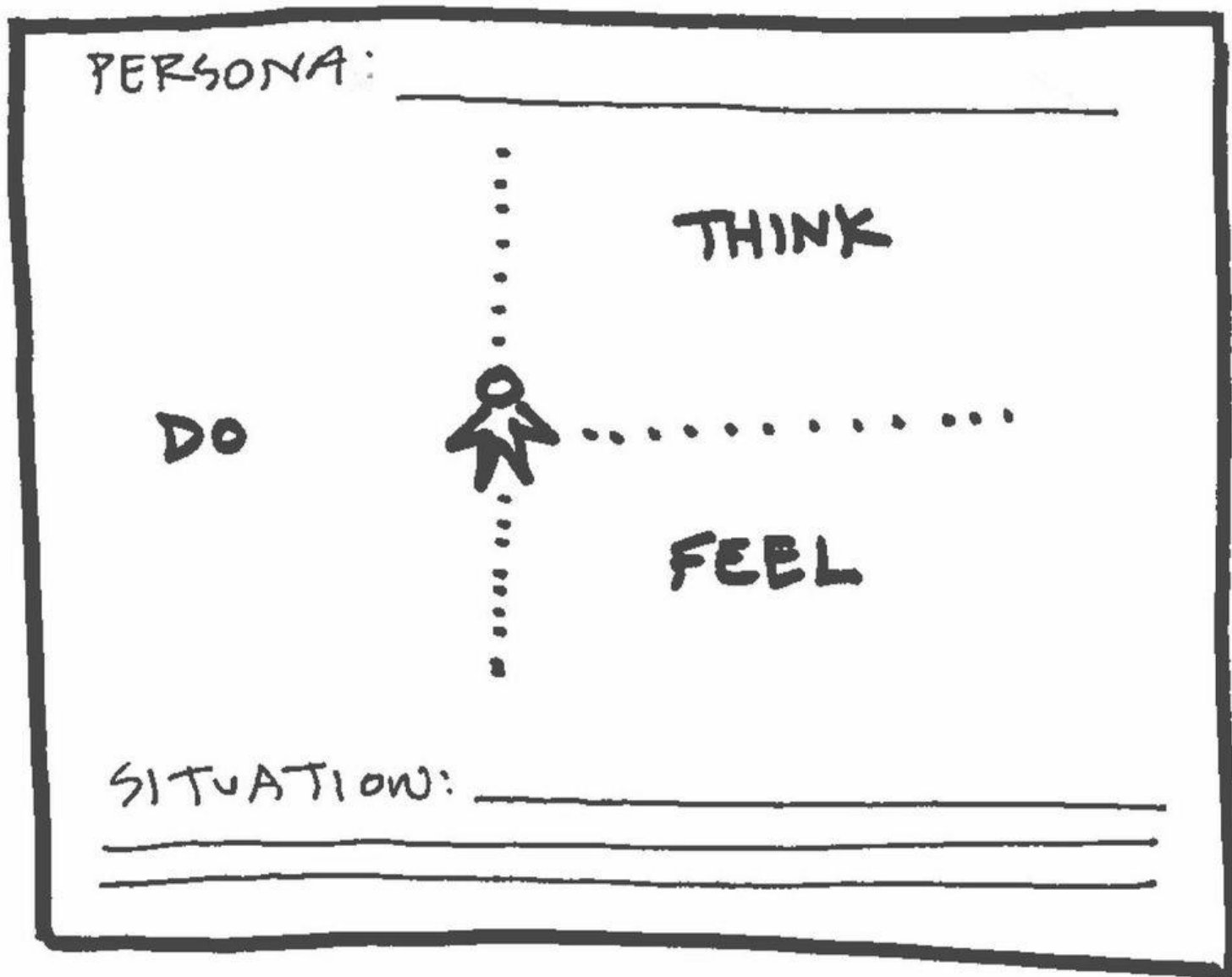
empathy

Empathy:

   "the ability to understand and share the feelings of another"

How can you get to understand someone?

      talk / interview / enquire / ask questions

empathy maps

empathy maps

Create an empathy map

SAY

THINK

INSIGHTS

DO

FEEL

PROBLEM STATEMENT

Stakeholder

Describe the person using empathetic language

Needs a way to

Need

Needs are Verbs

Because

Insight

SAY

Says: what the user says, including direct quotes, comments, expressing their thoughts, opinions, and concerns.

THINK

Thinks: the internal thoughts and considerations of the user, understanding their motivations, fears, and what goes on inside their mind

INSIGHTS

Insight: details we didn't know before but are very useful to know

DO

Does: the observable actions and behaviours of the user, including interactions with products, and the steps they take to achieve their goals.

FEEL

Feels: the user's hopes, fears, frustrations, and other feelings associated with the experience.

PROBLEM STATEMENT

Stakeholder

Describe the person using empathetic language

Who: e.g. Aom, CMU student

Needs a way to

Need

Needs are Verbs

Need: e.g. get to lessons on time

Because

Insight

insight: e.g. buses don't run to the lesson time very well

insight

to gain a deep understanding of someone

empathy map

what *(useful information)* do you understand about the person after you talk to them that you did not know before?

insight

Insight: The student's fear of public speaking is a major barrier to active class participation and self-expression

Insight: The student's difficulty in understanding complex assignment instructions results in frustration and lower assignment performance

Empathy Map student examples

WHAT DO THEY **THINK**?

Considers group work as a challenge

HOW DO THEY **FEEL**?

lacks academic support

BANK

INSIGHTS
WHAT ARE THEIR FEARS, FRUSTRATIONS & ANXIETIES?
WHAT ARE THEIR WANTS, NEEDS, HOPES, & DREAMS?

WHAT DO THEY **DO**?

Uses a smartphone and laptop for various tasks.
Doesn't use social media as much as others

he doesn't know how to do research and assignments, and has nowhere to find out information on academic matters

WHAT DO THEY **SAY**?

Talks with family members.
discuss academic pressures with peers.
Shares his interests

Stakeholder		Need		Insight
Describe the person using empathetic language	Needs a way to	Needs are Verbs	Because	
shy student		understanding of academic matters		lacks academic support

SUKI

WHAT DO THEY THINK?

personal development is important

HOW DO THEY FEEL?

Does well in group work

INSIGHTS

WHAT ARE THEIR FEARS, FRUSTRATIONS & ANXIETIES?
WHAT ARE THEIR WANTS, NEEDS, HOPES, & DREAMS?

already doing well but would always like to develop more, but not sure how

WHAT DO THEY DO?

Very active in class

WHAT DO THEY SAY?

Has a good social life and many friends that help with academic life

Stakeholder		Need		Insight
Describe the person using empathetic language	Needs a way to	Needs are Verbs	Because	
outgoing student		develop more		but doesn't know how

WHAT DO THEY THINK?

uses online for networking

ALEX

HOW DO THEY FEEL?

happy to play and learning will look after itself

INSIGHTS
WHAT ARE THEIR FEARS, FRUSTRATIONS & ANXIETIES?
WHAT ARE THEIR WANTS, NEEDS, HOPES, & DREAMS?

focuses on leisure and doesn't consider academic matters that important at the moment

WHAT DO THEY DO?

uses digital platforms for everything

WHAT DO THEY SAY?

doing ok, happy with things

Stakeholder		Need		Insight
Describe the person using empathetic language	Needs a way to	Needs are Verbs	Because	
digital student		more interest in academic matters		has little interest now

WHAT DO THEY **THINK**?

personal development is important

LING LI

HOW DO THEY **FEEL**?

Good, going well

INSIGHTS
WHAT ARE THEIR FEARS, FRUSTRATIONS & ANXIETIES?
WHAT ARE THEIR WANTS, NEEDS, HOPES, & DREAMS?

wants to develop more

WHAT DO THEY **DO**?

Very focused in class and active outdoors e.g. hiking

WHAT DO THEY **SAY**?

Growing and sharing with friends is important

Stakeholder		Need		Insight
Describe the person using empathetic language	Needs a way to	Needs are Verbs	Because	
active student		to be challenged more		wants personal growth

PROBLEM STATEMENT

Stakeholder

Describe the person using empathetic language

A shy ESL student who struggles to express thoughts and ideas in English.

Needs a way to

Need

Needs are Verbs

gain confidence in speaking

Because

Insight

this will help them actively participate in class discussions and feel more included

PROBLEM STATEMENT

Stakeholder

Describe the person using empathetic language

A student who struggles with complex assignments

Needs a way to

Need

Needs are Verbs

simplify assignment instructions

Because

Insight

this will improve their grades

PROBLEM STATEMENT

Stakeholder

Describe the person using empathetic language

A student feels stressed about exams

Needs a way to

Need

Needs are Verbs

manage exam stress

Because

Insight

this will improve their overall well-being and performance

Help with empathy maps

empathy maps

https://www.alps.academy/customer-analysis-empathy-maps/

examples
https://www.alps.academy/persona-and-empathy-map-examples/

Project
- let me know your groups

drseamuslyons@gmail.com
or Teams,
or Mango, but I don't know

Empathy Interview

why interview?

to find out:

- lifestyle choices & goals
- likes & preferences
- needs
- dislikes
- challenges & pain points

insight

- information that you do not know before an interview
- but it valuable to know

Interviewer

Student A:

Needs to have questions to answer

Interviewee

Student B:

Answers questions honestly

Can talk about experience, opinion, problems

May have 'pain points' – valuable information

Student A
ask questions

Choose your Business

A. online help for (University) students

- how help for students

- app / website, info. contacts, courses etc.

B. product or service for students

- shop on campus, sell food, drink

- or a service, delivery, rent bicycles etc.

C. new social media platform for students

- - what do you like, videos, images, what is fun, exciting, useful

- - what would you like

example of information you wish to find out

- describe yourself in 3 words
- uses (e.g. technology, social media, learnings apps or websites)
- likes & dislikes
- goals

- student life & learning
  - challenges
  - needs
  - frustrations
  - pain points

Empathy interviews

- get to know your customers

- what questions would you like to ask them?

  - create 5+ questions

if you are not sure see the sample questions

https://www.alps.academy/customer-analysis-empathy-maps/

example questions

1. What are the biggest challenges you face as a student on campus when it comes to getting things you need?

2. What are your main sources of support and information when you face academic challenges or need assistance with your studies?

3. What kinds of online tools or services do you think would be most helpful for you as a university student?

4. What social media platforms do you currently use, and what do you like most about them?

5. What types of content (videos, images, articles) do you enjoy consuming the most on social media?

Student B
answer questions

Example scenarios
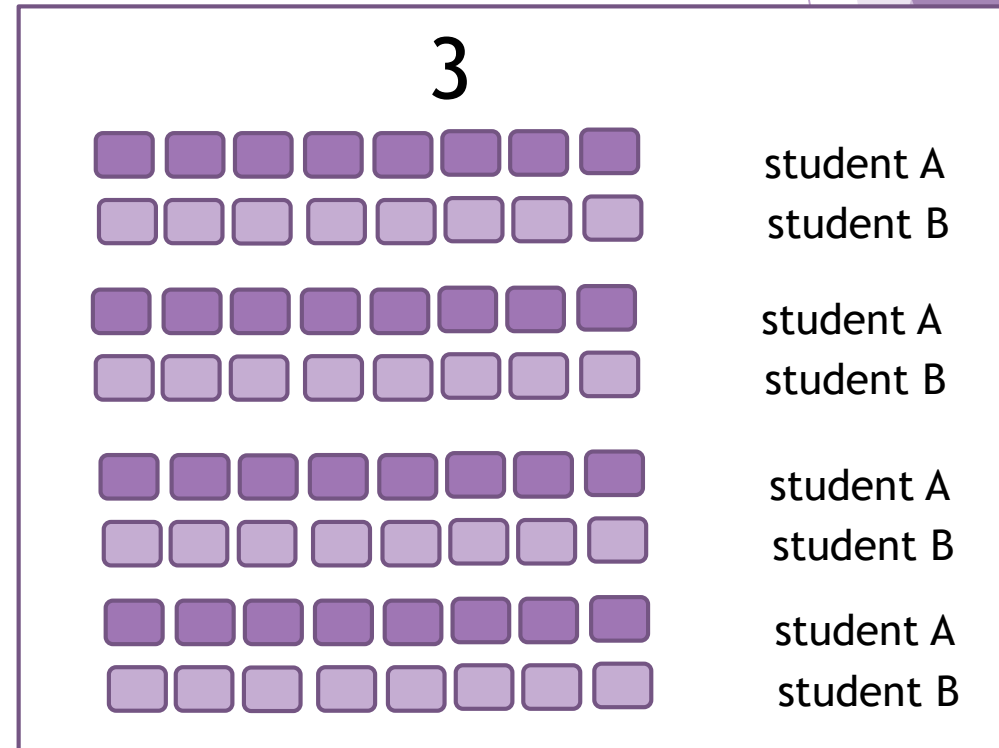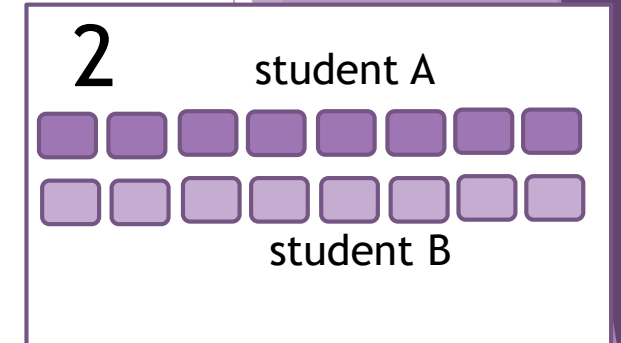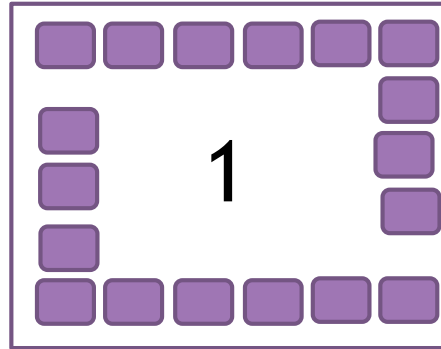
A.   answer honestly or create a 'realistic' version

B.   what are your likes and dislikes

C.   what would you change if you could?

The more truthful information you give, the better others can provide what is best for you

Empathy Interview set up

instructions

1. Move all the chairs to the side of the room
2. Put a row of 8 chairs facing 8 chairs in the middle of the room
3. Now put three other rows of 8 pairs of chairs facing each other (we now have 4*16 chairs)
4. Sit

1

2
student A

student B

3
student A
student B

student A
student B

student A
student B

student A
student B

Interview
your customers
- $1^1/_2$ minutes

Empathy interviews to Empathy Map

- from all your interviews

- complete one (1) empathy map

about one of the students you interviewed, or

about some of the students you interviewed, or

about all of the students you interviewed.

Thank you!

any questions?