

WORKSHOP WARM-UP

Tell us your:

1. Name

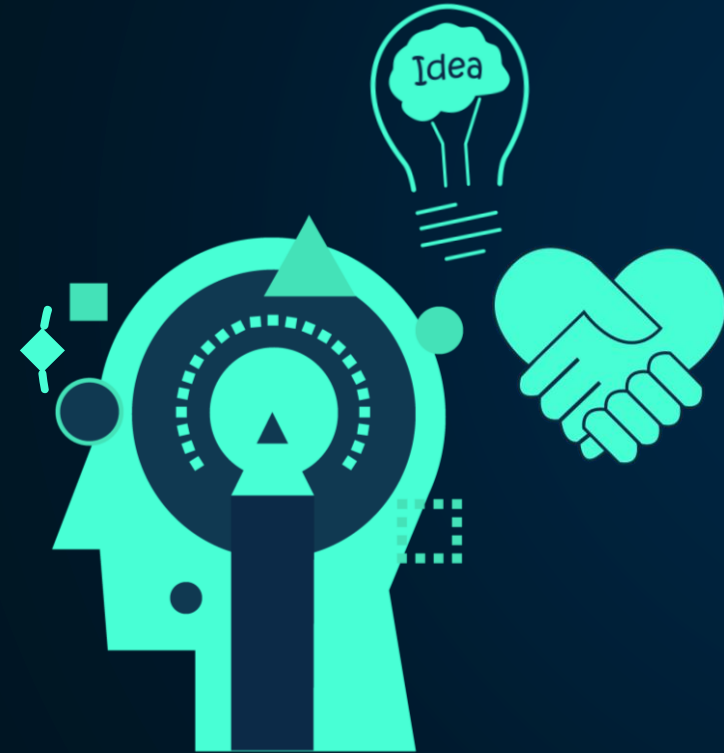
2. Where you are from

3. Your startup or idea (Max. 2 sentences)

4. What are you most excited about this workshop? (1 sentence)

WORKSHOP

CREATING PRODUCTS THAT CUSTOMERS
LOVE USING EMPATHY MAP



Brought to you by:



WORKSHOP PROGRAM

Empathy Map

What is it?
Why is it important for your startup?

01



04

Hands-On Exercise Part 2

Define your target users and customers.
Q&A session.

Hands-On Exercise Part 1

Create your own Empathy Map.
Q&A session.

02



05

Virtual Field Work

Connect with your target users &
customers. Validate your assumptions.

Customer Persona

What is it?
How to create a Customer Persona?

03



06

Team Presentations

Pitch your idea based on your
learnings from the Empathy Map.

WORKSHOP OBJECTIVES



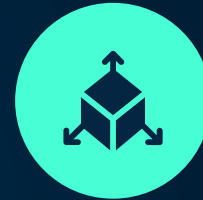
USABILITY

How can we ensure that customers can intuitively use our product to solve their problem or achieve their goal?



POSITIONING

How do we effectively convey our value proposition to customers?

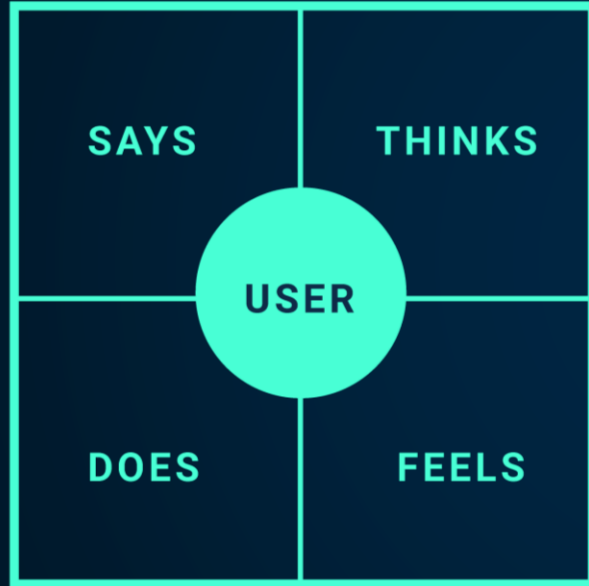


ACQUISITION & EXPANSION

How do we get customers to start using our product and how can we leverage our existing customers to be ambassadors of our product?

What is an empathy map?

EMPATHY MAP



EMPATHY MAP

An empathy map is a collaborative visualization tool to illustrate what we know about a particular type of target user or customer.

EMPATHY MAP



It is important for your startup to use the empathy map so you can:

- + create a shared understanding of what users or customers need and want;
- + learn about your customers' problems and goals;
- + find out what influences their decisions when evaluating and choosing a product or service.

HANDS-ON EXERCISE PART 1

OBJECTIVES



CREATE

Create an Empathy Map for your startup.



VALIDATE

Validate your assumptions about your users and customers.



ITERATE

Refine your Empathy Map based on your learnings.

TASKS

What task are users trying to complete? What questions do they need answered?

FEELINGS

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

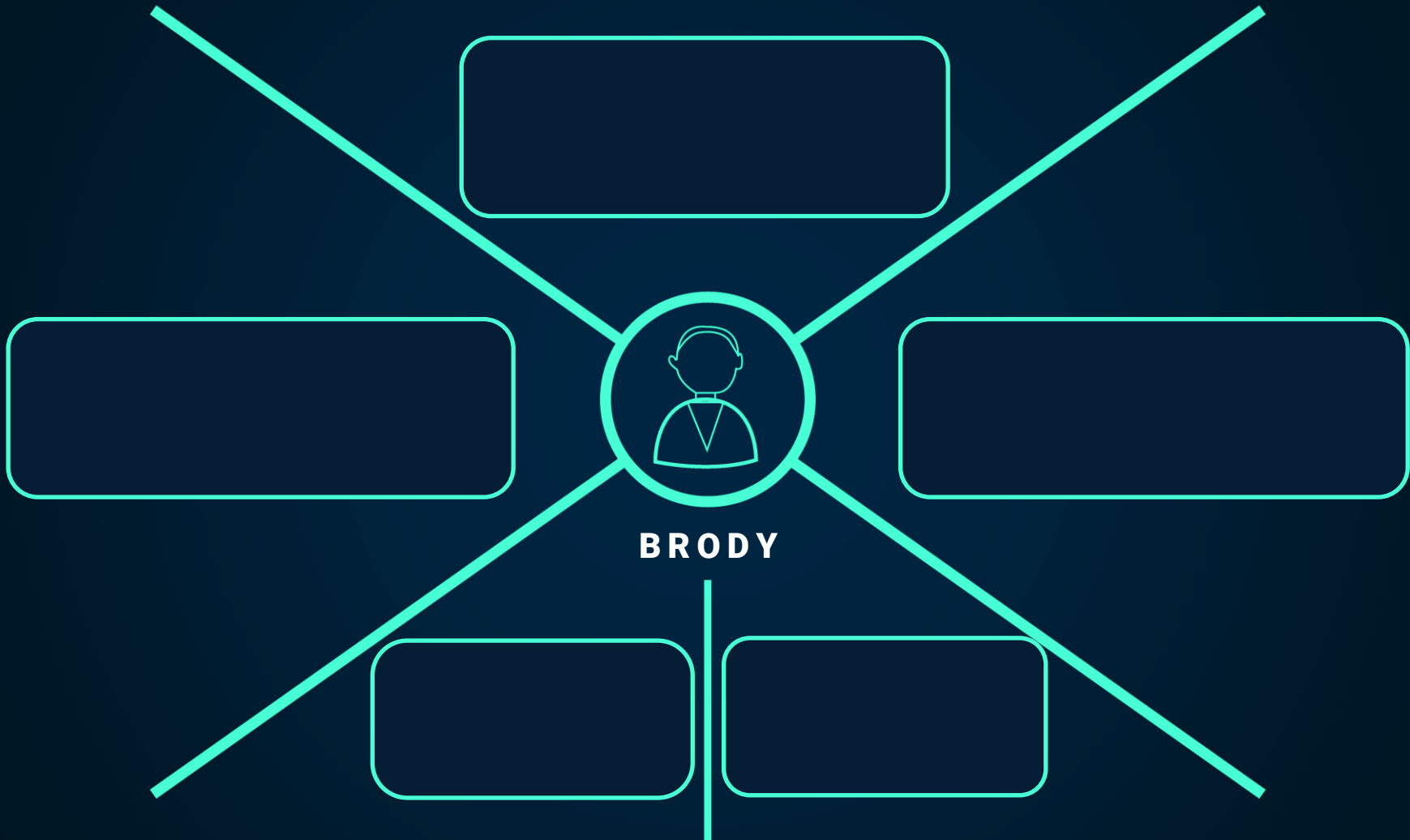
INFLUENCES

What people, things or places may influence how the user acts?

**How do we create an
Empathy Map?**

user be experiencing that they hope to overcome?

goal? what are they trying to achieve

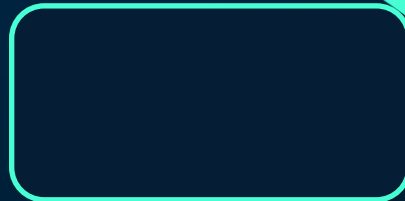




BRODY

PAIN POINTS

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





BRODY

FEELINGS

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

PAIN POINTS

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TASKS

What task are users trying to complete? What questions do they need answered?

FEELINGS

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Empty rounded rectangular box for notes related to Tasks or Feelings.

BRODY

PAIN POINTS

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

Empty rounded rectangular box for notes related to Pain Points.

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OVERALL GOAL

What is the users ultimate goal? What are they trying to achieve?

Q&A Session

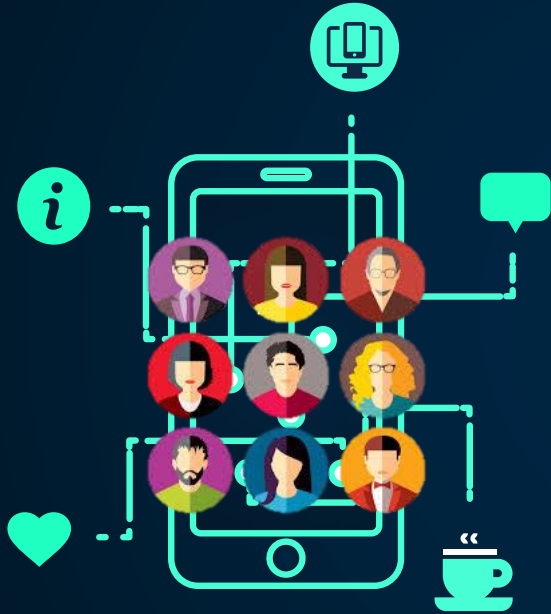
Empathy Map

WORKSHOP WARM-UP

3-WORD PLAY

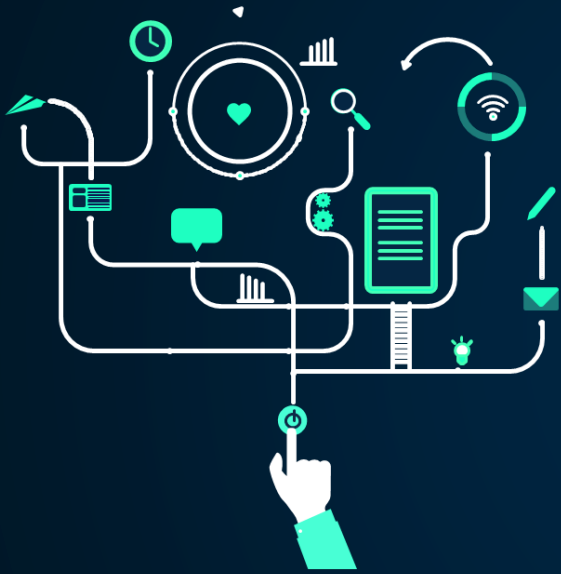
In 10 seconds or less, give a list of 3 things that starts with the letter corresponding to your name.

What is a customer persona?



CUSTOMER PERSONA

A customer persona is a fictional customer archetype that embodies all the qualities of your ideal customer.



CUSTOMER PERSONA

It helps you identify the qualities of your ideal customers including their demographics (age, gender, location, occupation) and psychodemographics (likes, motivations, influences, dislikes, problems, pain points).

OBJECTIVES OF A CUSTOMER PERSONA



VISUALIZE

Visualize the ideal customer and understand their motivations and pain points,



CUSTOMIZE

Customize your branding and messaging to resonate with the customer.



STANDARDIZE

Standardize your strategy and plan of action to get the customer to use or buy your product.

How to Create a Customer Persona?



Write a fictional background of your customer.



Create a group of qualities and assumptions.



Identify a plan of action to empathize with the customer.

NAME: Sarah, Looking For Guidance

MARKET SIZE: 70%

TYPE: Self-Service

Background

Sarah has some experience with life insurance, but doesn't really feel comfortable making purchase decision on her own. She's looking for an expert who could guide her through the process.

Sarah would like to have someone she could trust and call personally anytime she has questions.

Motivations

- Feeling not alone, but the part of the team who wants her to succeed
- Explanations in simple words, without professional terminology
- Transparency and user stories, helping to build trust

Pain points

- Pressure (needs to make a decision fast, but is not sure which option to select)
- Professional terminology and jargon
- Security/trust issues
- Overwhelmed by numerous offerings


Strategy

Content:

- Collect success stories from other clients like Sarah in order to build trust and show her what other people tend to pick
- Use language that is easy to understand, get rid of professional terminology and jargon
- Overall tone of voice: warmth, letting Sarah know we are here to help.

Functionality:

- Simple calculators
- "Call or request a call" function
- Live chat on the website



Highlights

Desire to be in control

low high

Expertise in Insurance

low high

Need in human warmth

low high

Customer Persona Worksheet

CUSTOMER PICTURE	NAME	
	BACKGROUND	
HIGHLIGHTS	MOTIVATIONS	PAIN POINTS
	STRATEGY Context Functionality	

Q&A Session

Customer Persona

ASSIGNMENT



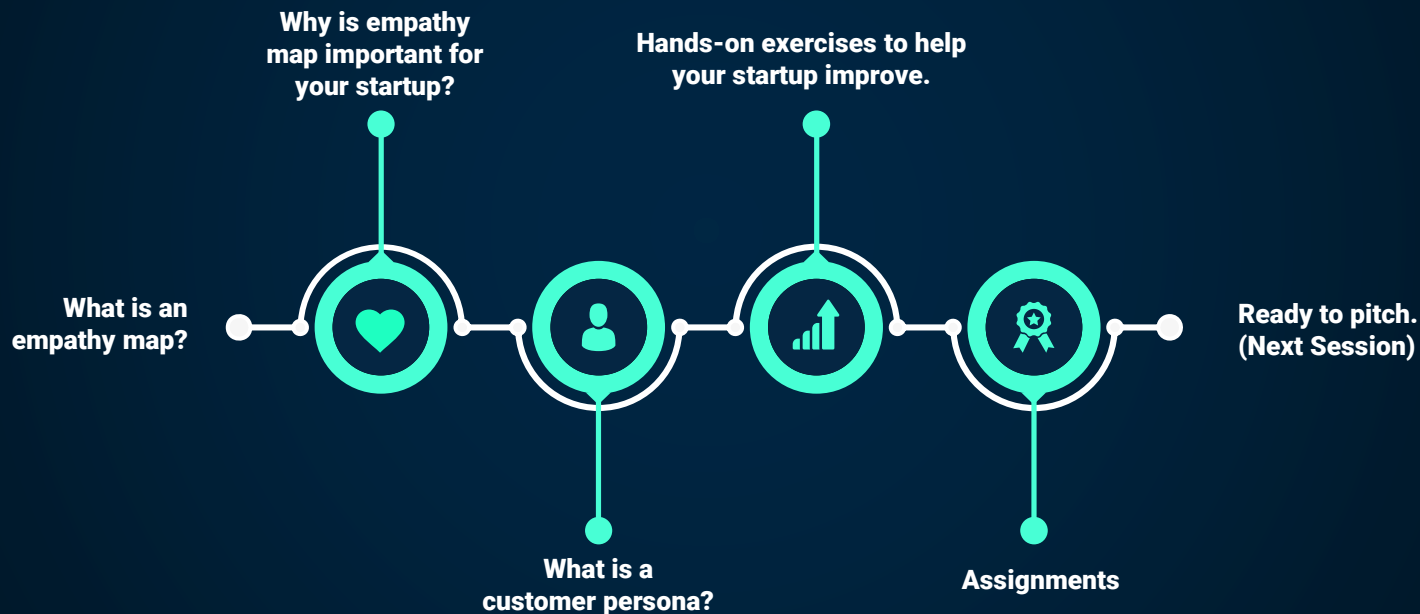
Talk to at least 5 potential customers.

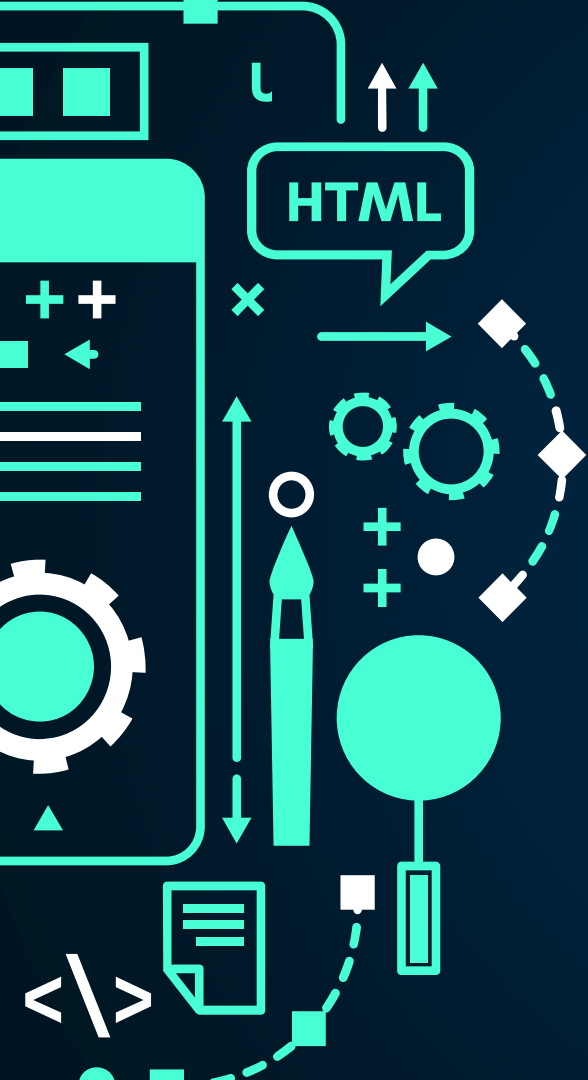
Find out more about their pain points and goals. Relate these to the value proposition of your idea or product.



Validate your assumptions and refine your empathy map and customer persona.

SUMMARY





STARTUP TOOLS & RESOURCES

Sign up on

<https://yecommunity.com/>

to access FREE startup tools and resources and connect with like-minded young entrepreneurs and mentors across the globe.

CONNECT WITH ME



<https://ph.linkedin.com/in/chinoatilano>



chino@timeefree.ph