

Challenge 4

Option A

Customer Profile/Empathy Map

Create an illustrated customer* profile

OR

Create an empathy map

(* your 'customer' is whoever is buying/using your product, or using your service, or getting involved in your campaign.)



Top Tips

Customer Profile

- A customer* profile is an important part of your business plan. It should show in depth who your potential customers are. Who do you want to buy/use your product? Who do you want to use your service? Who do you want to take part in your campaign?
- Either online or on a sheet of paper draw an outline of your typical customer* then include images and words covering things like:
 - Age; Gender; Lifestyle; Interests; Hopes & Dreams; Worries & Fears; etc.

Empathy Map

- Draw an outline of your customer*.
- Put yourself in their shoes.
- Write down around the outline things you might say, do, think and feel, if YOU were the customer*.
- Understanding what your customer* thinks, feels and their future goals could give you the edge over your competitors and helps you with your marketing.

Inspiration

Get creative with your customer profile. Examples of really good ones can be found here.

- <https://monday.com/blog/crm-and-sales/customer-profile-template/>
- <https://fitsmallbusiness.com/customer-profile-template-examples/>

Empathy maps are often used by designers and examples can be found here:

- www.uxbooth.com/articles/empathy-mapping-a-guide-to-getting-inside-a-users-head/
- <https://www.youtube.com/watch?v=QwF9a56WFWA>

Next Steps

- Complete the challenge
- Update your business plan and PowerPoint with new information