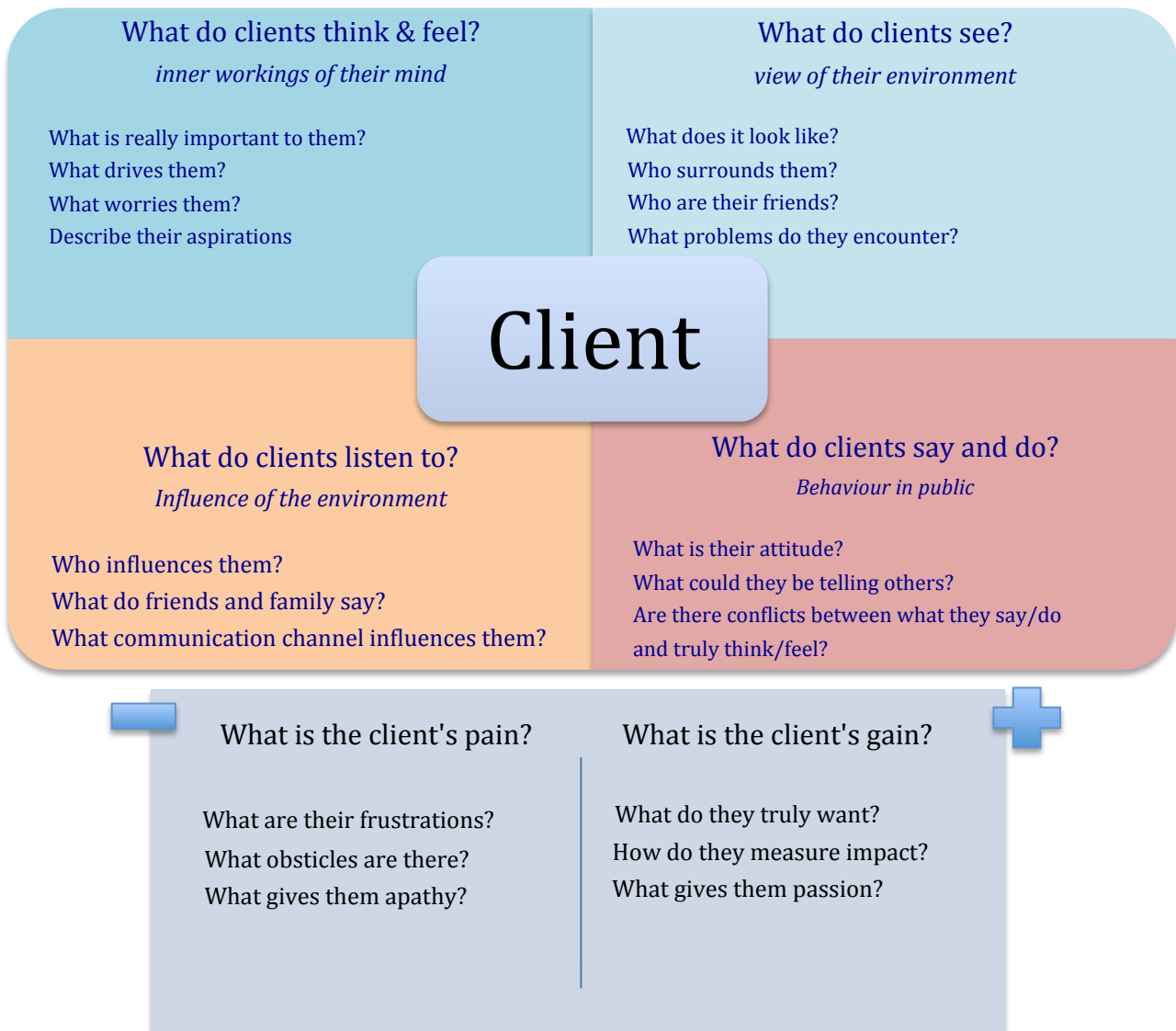# Empathy Mapping – Who is your ideal client?
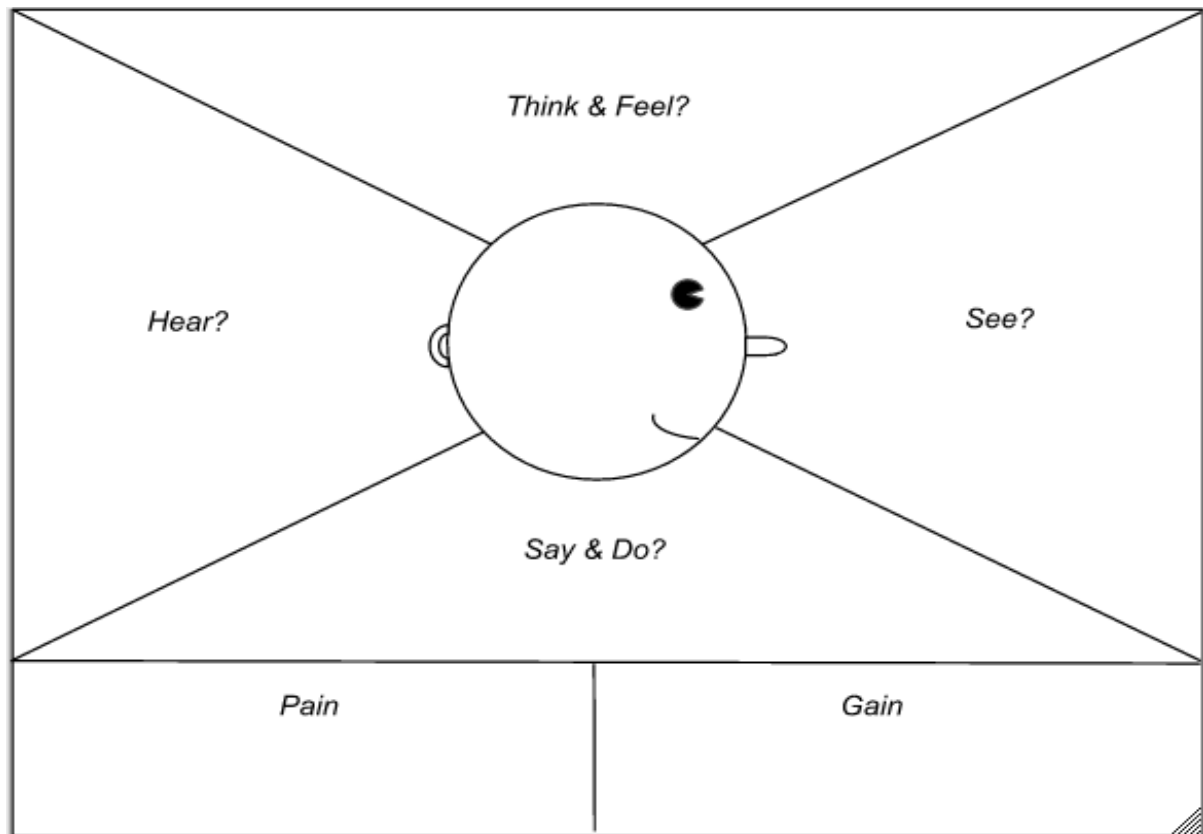
What is an empathy map?
Empathy maps are used to help you understand your clients needs. Needs include physical or emotional necessities or desires. This leads to activities or desires that you may be able to meet. Using this tool enables you to have a deeper understanding of the person you are working with.

How to use it to understand your target audience?
Fill in each section considering what your client wants to think and feel, what they want to hear, see, and what they will say and do when they have experienced your services. It is also important to consider what could be a negative or fearful experience for them, and what could be positive or beneficial for them while using your service.

What do clients think & feel?
inner workings of their mind

What is really important to them?
What drives them?
What worries them?
Describe their aspirations

What do clients see?
view of their environment

What does it look like?
Who surrounds them?
Who are their friends?
What problems do they encounter?

Client

What do clients listen to?
Influence of the environment

Who influences them?
What do friends and family say?
What communication channel influences them?

What do clients say and do?
Behaviour in public

What is their attitude?
What could they be telling others?
Are there conflicts between what they say/do
and truly think/feel?

What is the client's pain?

What are their frustrations?
What obsticles are there?
What gives them apathy?

What is the client's gain?

What do they truly want?
How do they measure impact?
What gives them passion?

Empathy Mapping – Who is your ideal client?

Please let us know how you get on and if you'd like to share your Empathy Map with other users feel free.

You can contact us by email info@naturalhealthpractitioners.org.

Follow us on Twitter, or join us on Facebook or Linkedin.

Further information:
Empathy Map – GAME: http://innovationgames.com/empathy-map/