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

01 | Empathy Map
   | What is it?
   | Why is it important for your startup?

02 | Hands-On Exercise Part 1
   | Create your own Empathy Map.
   | Q&A session.

03 | Customer Persona
   | What is it?
   | How to create a Customer Persona?

04 | Hands-On Exercise Part 2
   | Define your target users and customers.
   | Q&A session.

05 | Virtual Field Work
   | Connect with your target users & customers. Validate your assumptions.

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?
An empathy map is a collaborative visualization tool to illustrate what we know about a particular type of target user or customer.
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.
How do we create an Empathy Map?

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

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

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

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

**OVERALL GOAL**
What is the user's ultimate goal? What are they trying to achieve?
Tasks

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

Influences

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

Feelings

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

Brody Pain Points

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

Overall Goal

What is the user’s ultimate goal? What are they trying to achieve?
TASKS
What task are users trying to complete? What questions do they need answered?

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

FEELINGS
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BRODY

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OVERALL GOAL
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Task: 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?

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

Brody: Overall Goal: What is the user's 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?
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.
# Customer Persona Worksheet

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<th>CUSTOMER PICTURE</th>
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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.
Why is empathy map important for your startup?

Hands-on exercises to help your startup improve.

What is an empathy map?

What is a customer persona?

Assignments

Ready to pitch. (Next Session)
STARTUP TOOLS & RESOURCES

Sign up on

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