3. EMPATHY MAP

GET INSIDE THEIR HEAD

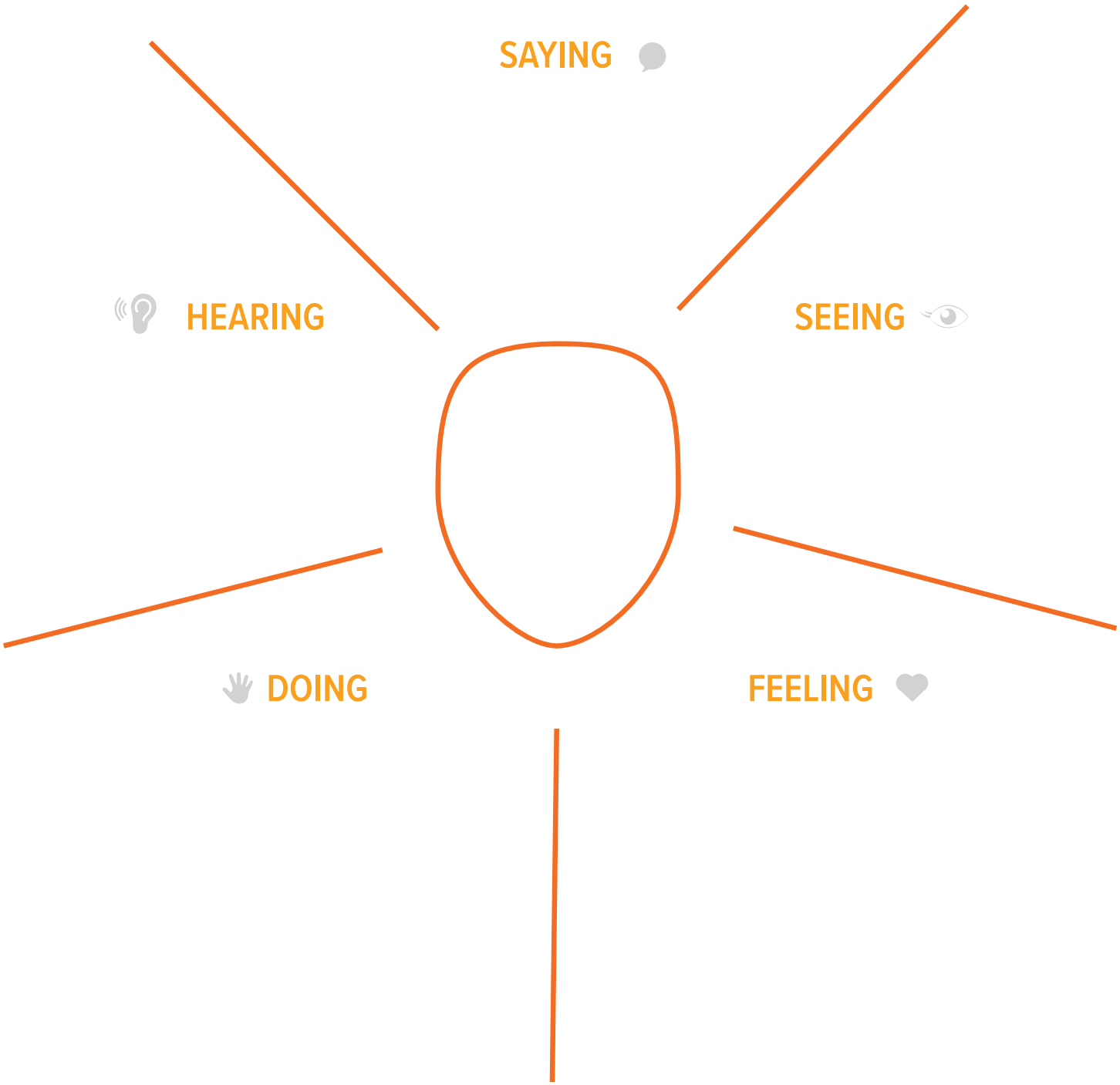
How do you create remarkable and relevant material to reach your target audience? Being able to put yourself in their shoes is a great start, and the empathy maps is one tool to use to do this!

What is an empathy map? Empathy maps are a resource used by marketers to understand user behavior, and visually communicate those findings to key stakeholders. The empathy map included in this exercise explorers what the user thinks, hears, sees, feels and says.

Three empathy maps have been included for you to empathize with your primary, secondar and teriary targets.

PEPPERSHOCK MEDIA

EMPATHY MAP



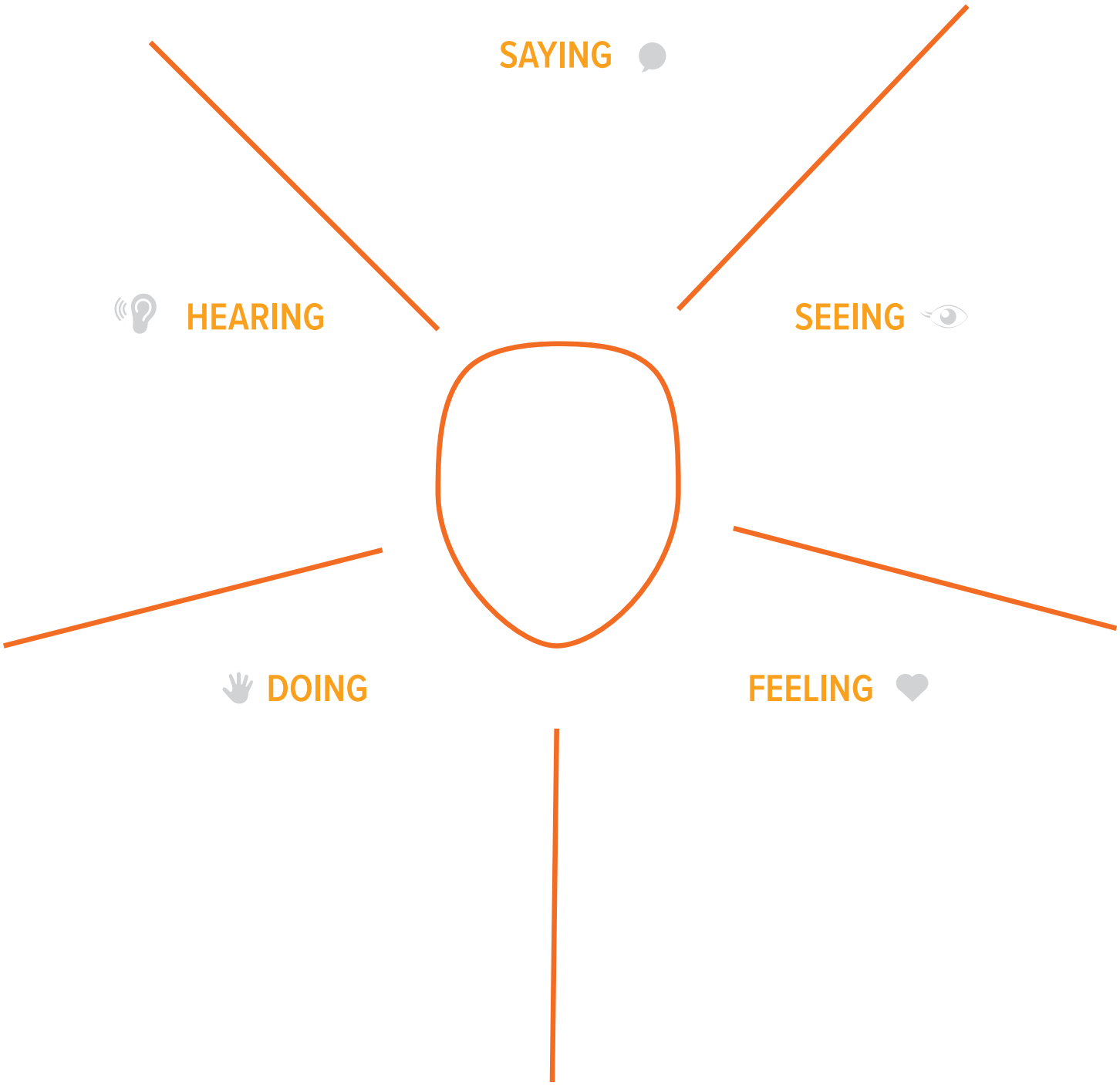
Target Type _____ Name _____ Age Range _____

Role _____ Occupation _____

Industry _____ Average Annual Income _____

PEPPERSHOCK MEDIA

EMPATHY MAP



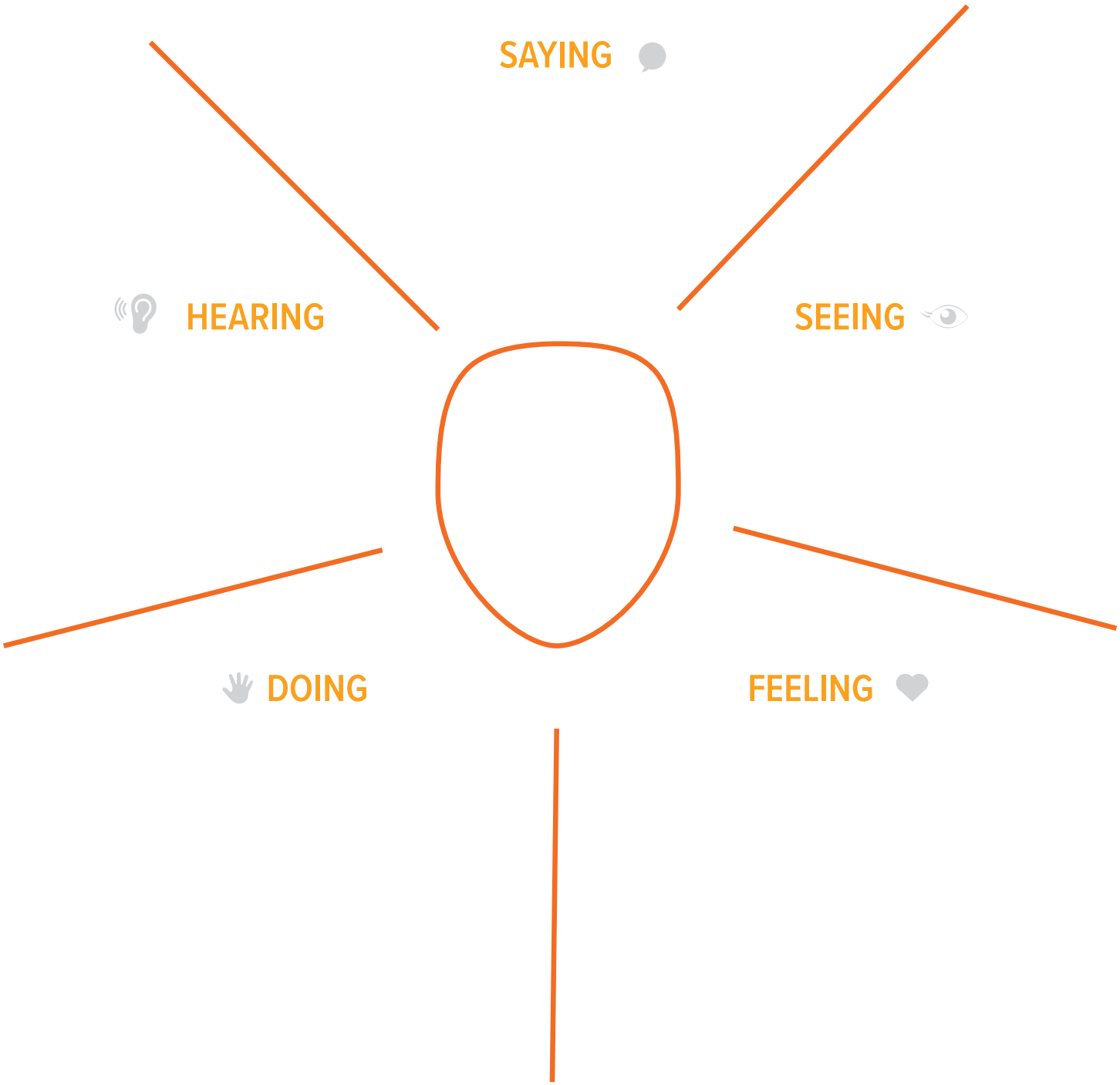
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PEPPERSHOCK MEDIA

EMPATHY MAP



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