**Appendix 0.3 - ACTIVITY 2 (2 hours)**

Building an empathy map. Analyze your customers' needs based on the questions below. Remember that when answering these questions you always have to think about one customer segment that has been previously selected and defined. Take into account the needs of professional and private life as they affect the other.

**Stage I: Identifying customers' concerns, fears and sources of anxiety:**

• What is the biggest worry for your customers right now?

• What do they keep thinking about in terms of a problem that is difficult to solve?

• Taking care of what do they keep postponing / to the last minute?

• What prevents them from reaching their destination?

• What frustrates customers with the available solutions?

• What are they missing and what are they satisfied with?

• What is insufficient in the available solutions - it works badly or works too slowly, there are no desired possibilities / options / scope?

• What risk are customers most concerned about? (financial, social, technical: breakdowns, malfunctions, downtime, etc.)?

• What difficulties and challenges do they meet in their work - in the area in which you want to offer them something.

**Stage II - benefits and aspirations**

• What do your clients really want to achieve in life? What do they care about?

• How will your clients know their success? How do they rate him? How are they measured?

• What are your clients striving for - professionally and personally?

• What strategies do they use to achieve their goals?

• What they care very much about, but don't tell others?

• What may surprise them positively? What will be a pleasant surprise for them?

• What solutions currently available on the market stand out above the competition? Why? What other / additional benefits do they offer customers?

• What positive social effects can your clients expect / want? What can he expect in the social dimension - relationships with other people?

• How do customers know that they have made the right choice? What criteria will they assess your product or service proposition?

**Stage III - observations**

• What is the environment of your clients like? What in this environment may influence the decisions they make?

• What kind of environment do they live and work in? What surrounds them on a daily basis?

• What offers do they see / get every day? What are they used to in them?

• What items do they use the most?

• How do they move in their environment? Do they get any advertising messages in this process? What are they and what do they look like?

• What do your customers expect from advertising a product that may interest them?

• What problems do they see in the reality around them?

• How do they perceive the positive or negative effects of their decisions? How will they know them?

**Stage IV - opinions**

• What opinions do your customers' relatives have? Partner, parents, children, friends. What do they say about their work and private life?

• What opinions do relatives express about the reality around them?

• What problems do they see and talk about them out loud? What problems do they not dare to talk about?

• Who is the authority for your clients? Whose opinions are they listening to? Who is an authority in personal matters and who in professional matters?

• What communication channels are best for your clients? Where do they get their information from?

• What media, portals, information channels are important to them? What do they usually use?