**Appendix 0.4 - ACTIVITY 3 (1.5 hours)**

Based on the collected information about the customer segment, create a map of empathy referring to specific areas. You can use the suggestions presented in the table below.

|  |  |
| --- | --- |
| **STAGE I - IDENTIFYING FEARS, FEARS AND SOURCES OF ANXIETY** | • The customer has concerns …………………………....  • The customer is not satisfied ………………………….  • The customer is most concerned about ….………  • The customer is running out of time ….............. |
| **Stage II - benefits and aspirations** | • The customer cares .........................................  • It is important for the customer .....................  • The client evaluates his success by……………….  • The client usually achieves his goals ……………  • On the market, the customer sees solutions ……………………………………………………………………… |
| **Stage III - observations** | • The customer is used to ………………………………..  • In his environment, the client can see ……………  • The client expects from advertising ….............  • The customer's decisions will be influenced by ……………………. |
| **Stage IV - opinions** | • The client gets information ……………………………  • The authority for the client will be the persons ............................................................................  • The client hears from friends ……………………………  • The client knows that ……………………………………… |
| **Stage V – thoughts and feelings** | • The client has a feeling that ..............................  • the customer has doubts ……………………………….  • The client encourages to act .............................  • The client makes decisions on the basis of ...........................…………………….. |
| **Stage VI - beliefs and behaviors** | • The client tells others that ………………………….  • The client is ready to invest his time ...........  • The client has a feeling that .........……………..  • The client misjudges .................................... |

After preparing the Empathy Map, present the most important areas of your clients' needs.