**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.