

Empathy Mapping

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How does your customer think, feel and make decisions?

What do they see and hear?

What do they care about?

These are all crucial questions property businesses must have the answers to, in order to make effective marketing decisions.

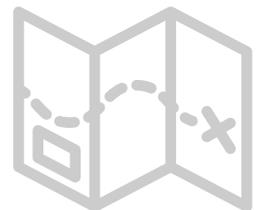
This is where empathy mapping comes in.

It places you in your customers' shoes, encouraging you to consider their thoughts, feelings and motivations as if they're your own. Empathy mapping requires you to observe your customer persona, and make some judgements based on these observations. Ideally, in doing this you are able to begin thinking and feeling like your customer.

This empathy mapping template will help you answer these important, customer-focused questions.

For more information on empathy mapping, read our [blog](#).

Hint: As you move throughout the empathy mapping exercise, think about the pains your customer is experiencing. What do they find unsettling, frustrating, urgent or uncomfortable? Doing this will help you empathise with your customer.



Think & Feel

What really matters to the customer?
What are their preoccupations, worries
and aspirations. What things do they
consider when making decisions?

Hear

What does the customer
hear from friends, family,
colleagues and influencers?

See

Consider the customer's
environment, friends, family
and what the marketing is
currently offering

Customer Persona

Say & Do

Describe the customer's behaviour
towards others

Pains

The customer's fears, frustrations
and major obstacles

Gains

The customer's wants, needs
and measures of success

We'd love to hear from you

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