

# Know Your Customers

Uncover Insights at the contradictions in what customers "Say & Do" and "Think & Feel".



unlock innovation™



# Empathy Map

Customers often "say" one thing, then "do" something different. How should your company respond?

Empathy maps are a collaborative visualization to begin identifying your customers' pain points and potential gains from improvements to your current products or services.

For example, the friction between what your customers say, "I pay my bills on time," versus what they do, "ask for extended credit terms," identifies opportunities for your company.

Empathy maps enable your team to externalize what you know about your users to:

1

Create a shared understanding of user needs.

2

Enhance and accelerate decision making.

3

Aid in strategy creation and execution.



**Unlock BIG Innovation**

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Our Customer Says..

Our Customer Thinks..



Our Customer Does..

Our Customer Feels..





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**Tell us a long-held industry orthodoxy that you wish to challenge. We'll help you reframe the opportunity space.**

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