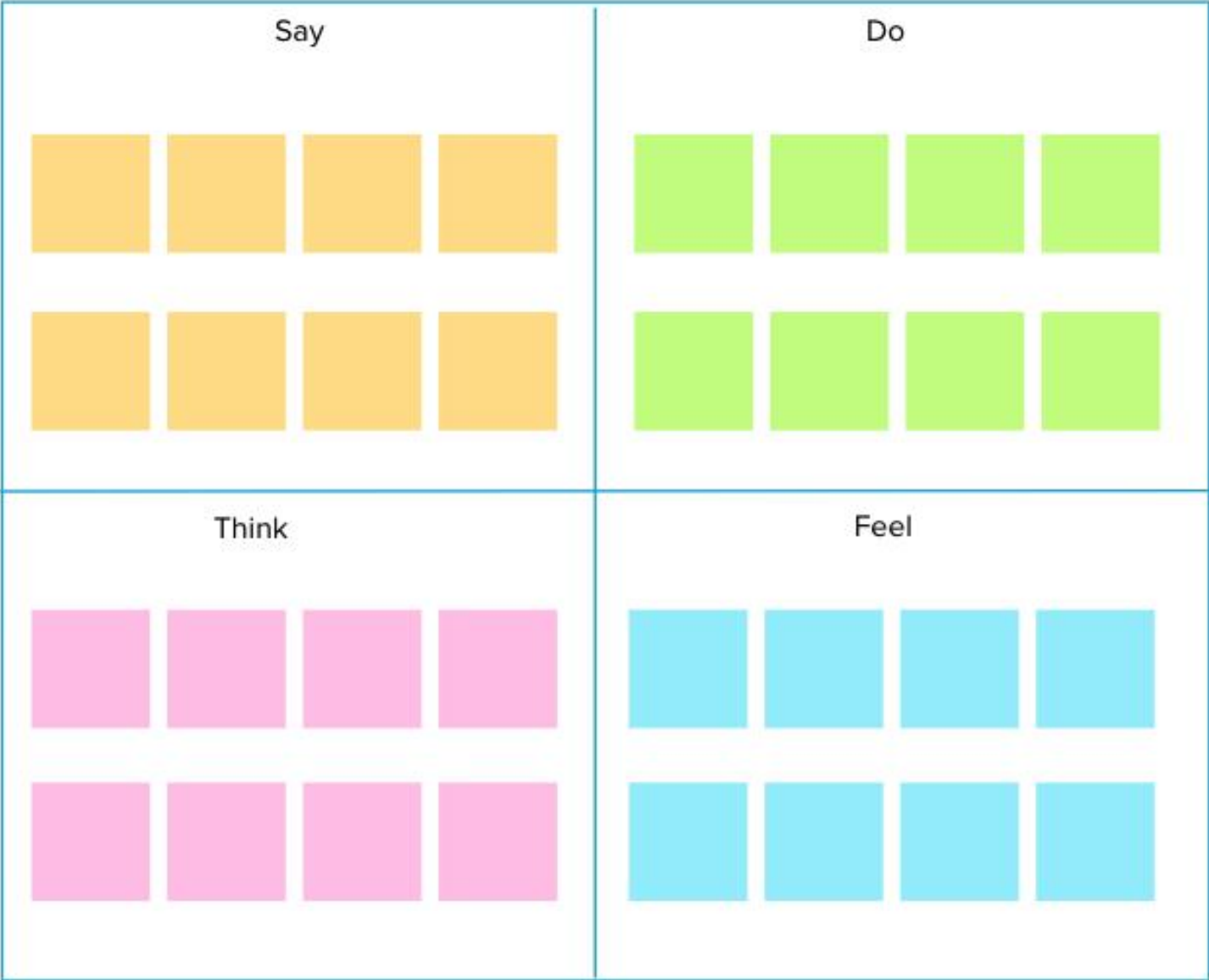


1

# Customer Empathy Map



## 2

## Customer Empathy Debrief

What surprised you?

A horizontal row of eight yellow sticky notes, intended for capturing observations that surprised the user.

Why did it surprise you?

A horizontal row of eight yellow sticky notes, intended for explaining the reasons behind surprising observations.

What pain points did you observe?

A horizontal row of eight yellow sticky notes, intended for identifying and recording customer pain points.

# 3

## Customer Problem Statement

I am...

*Type a specific description of the customer from their perspective, using "I."*

I am trying to...

*Type a desired outcome that the customer is trying to achieve*

But...

*Type a problem or barrier*

Because...

*Type the root cause of the problem or barrier*

Which makes me feel...

*Type an emotion*

# 4

## 7 to Get 1

First idea



At least 6 other wildly different ideas

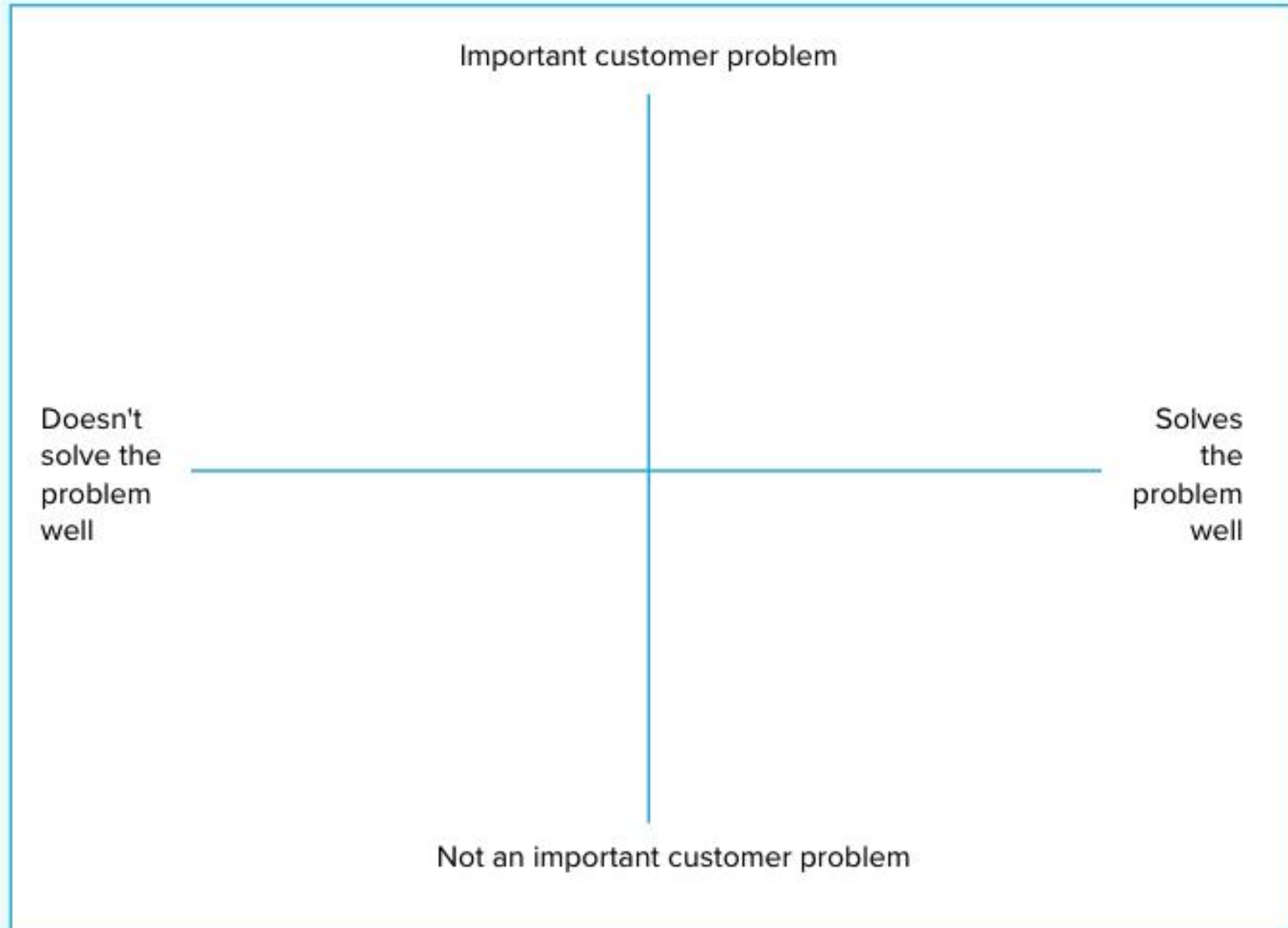


If you run out of ideas, try these prompts:

- What if your idea had to include a bus?
- What if you had a team of 2 million?
- What's an idea that would make the customer laugh?
- What if you borrowed an idea from something a doctor's office does?

5

## 2x2 narrowing



# 6

## Storyboard

<p>1. The customer experiencing the problem</p>	<p>2. The customer finding the solution</p>	<p>3. How the solution works</p>
<p>4. How the solution works</p>	<p>5. How the solution works</p>	<p>6. The customer experiencing the benefit</p>

7

## Assumptions



# 8

## Categorize Your Assumptions

Customer Behavior



Technology



Business, Process, Data



9

## Find Your LOFAs

Crucial for Success

Proven

Unproven

Not Crucial for Success

# 10

## Hypothesis Statement

If we...

*Type how the experiment will work*

Then...

*Type the outcome you expect from your experiment*

Which we will measure by...

*Type what metrics you'll use to know if it was successful*

Success for this metric will be...

*Type the minimum number or percentage needed for success*

# 11

## Experiment Plan

LOFA to test:

*Type your Customer Behavior LOFA*

Experiment type:

*Choose one of the experiment types*

Who you're solving for:

*What specific customers?*

What customer benefit you intend to deliver:

*Does it address a customer pain point?*

What you need to learn:

*What will this experiment help you understand?*