



Forum 2017 Workshop: Empathy Mapping



E Source

E Source hosted an empathy-mapping mini-workshop to put attendees in their customers' shoes. The activity helped participants connect with customers as real people, and better understand what different customer segments are seeing, thinking, doing, and hearing in their everyday lives. Understanding these identities is the foundation for developing demand-side management (DSM) programs that fit customers' real needs and for marketing those programs to solve customers' daily problems. During the workshop, attendees developed several customer personas, including the three shown below.

	SEEING	THINKING ABOUT	DOING	HEARING
Young and Influential 	 Amazon deals — Trendy shops — Texts and alerts	 Paying rent — Making travel plans — Sharing rides	 Socializing — Going to the gym — Finding Wi-Fi	 Social media — Spotify advertisements — Ads that emphasize "quick and easy"
Toolbelt Traditionalist 	 Grocery stores — Buffet restaurants — Shopping deals	 Cruises — Online shopping — Retirement	 Calling tech support — Paying bills with checks — DIY projects	 XM Radio — Fox News — The Shopping Channel
Second-City Start-Up 	 Bills — Traffic — Kids' soccer practice	 Credit score — Schedules — Laundry	 Picking up kids — Shopping at Costco — Getting gasoline	 TV commercials — Kids' demands — Mortgage offers

Empathy mapping is just one step in the journey-mapping process. If your utility would like to get involved in journey mapping to enhance your DSM program offerings, visit www.esource.com/consulting or contact us at **1-800-ESOURCE** or esource@esource.com.