

UserProfiling

USER PROFILES + EMPATHY MAPPING FRAMEWORK



Brands themselves are business assets. They create value and encourage loyalty. While great brands will always be built on values and promises, it's no longer enough to simply *tell* people what they are. In today's digital age, **brands have to be experienced** in order to have real meaning and differentiation. In short, **we help creatives evolve their services into experiences that connect their clients to their customers in meaningful ways...**



AUDIENCE PROFILES

Aligning your brand with your desired audience is the ultimate goal here. Taking the time to define your audience is a vital step to the success of any brand strategy.

It is best to start by profiling a perfect customer. Next, profile a few other desired customers. Try to make them each a bit unique with different wants and needs if possible.

The deeper you can dive into this exercise the better.



2 Hour Exercise



2-10 Participants





AUDIENC**E**PROFILE

Archetype [\(check out Archetypes in Branding\)](#)

About / General Info

This module focuses on general information like:

- Age
- Sex
- Nationality
- Marital Status
- Kids
- Location

Work + Education

This module focuses on the profile's work and education:

- Current Job Position
- Work experience
- Education Level
- Continual Education
- Conferences They Attend
- Other Edu Sources

Interests + Activities

This module focuses on the profile's interests:

- Sports
- Health Choices

Tech + Media

This module focuses on the tech and media this profile is engaged in:

- Hardware they use
- Media sources they follow
- Magazine subscriptions

Personality + Psycho Profile

This module focuses on the profile's personality:

- Introvert or Extrovert
- Analytical or Creative
- Conservative or Liberal
- Passive or Active
- Risk Level

Distribution Channels

This module focuses on how they consume content::

- FB, Insta, TW, LinkedIn, Snapchat ect...
- Amazon / Kindle
- Podcasts
- Webcasts / Youtube

Content Mediums

This module focuses on the type of content consumed::

- Live (Workshop/Training)
- Written
- Audio
- Video

There are only four

Influencers

This module identifies influencers they follow:

- Authors
- Celebrities
- Political Figures
- Athelites
- Content Creators
- Any Authorities



BONUS EXERCISE

Go even deeper into your user profiles by identifying pains, gains and solutions.

Pains

What is this audience's pains?

Gains

What are they hoping to gain?

Solutions

What solutions do you provide to help address these pains and enable their gains?

EMPATHY MAPPING

Empathy mapping transcends user profiling uncovering the motivations behind your customer's behavior. This exercise is extremely important when attempting to create a strong emotional connection between you and your potential customer. You can apply this framework towards your marketing efforts and even find ways to improve your own customer service. It's all rooted in empathy.

Rules for this treatment:

- Ask the group to give this profile a REAL name—like “Jessica”...or “Bartholomew”
- BE EMPATHIC!
- Have substantial evidence to support your answers/findings.
- Identify what they are seeing, feeling, saying, hearing and thinking.



1 Hour Exercise

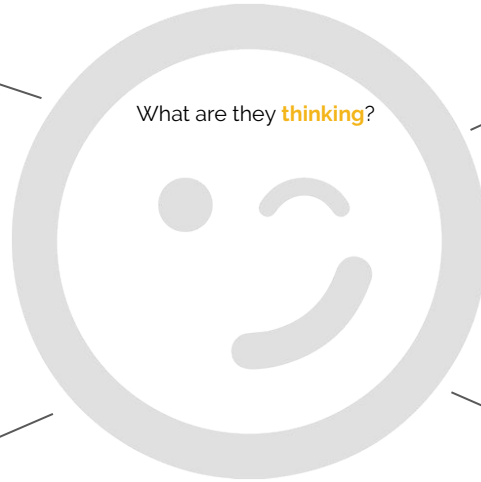


2-10 Participants

Name

Job Title / Description

What are they **thinking**?



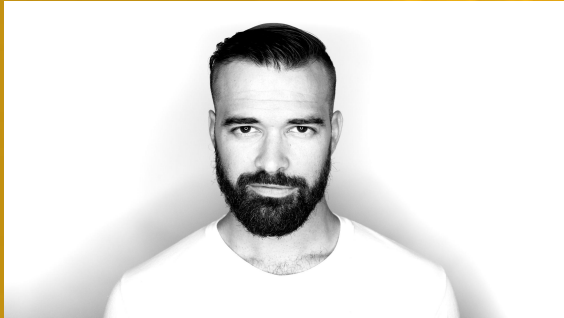
What are they **seeing**?

What are they **hearing**?

What are they **feeling**?

What are they **saying**?

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