

Empathic Marketing

Day In The Life; Today

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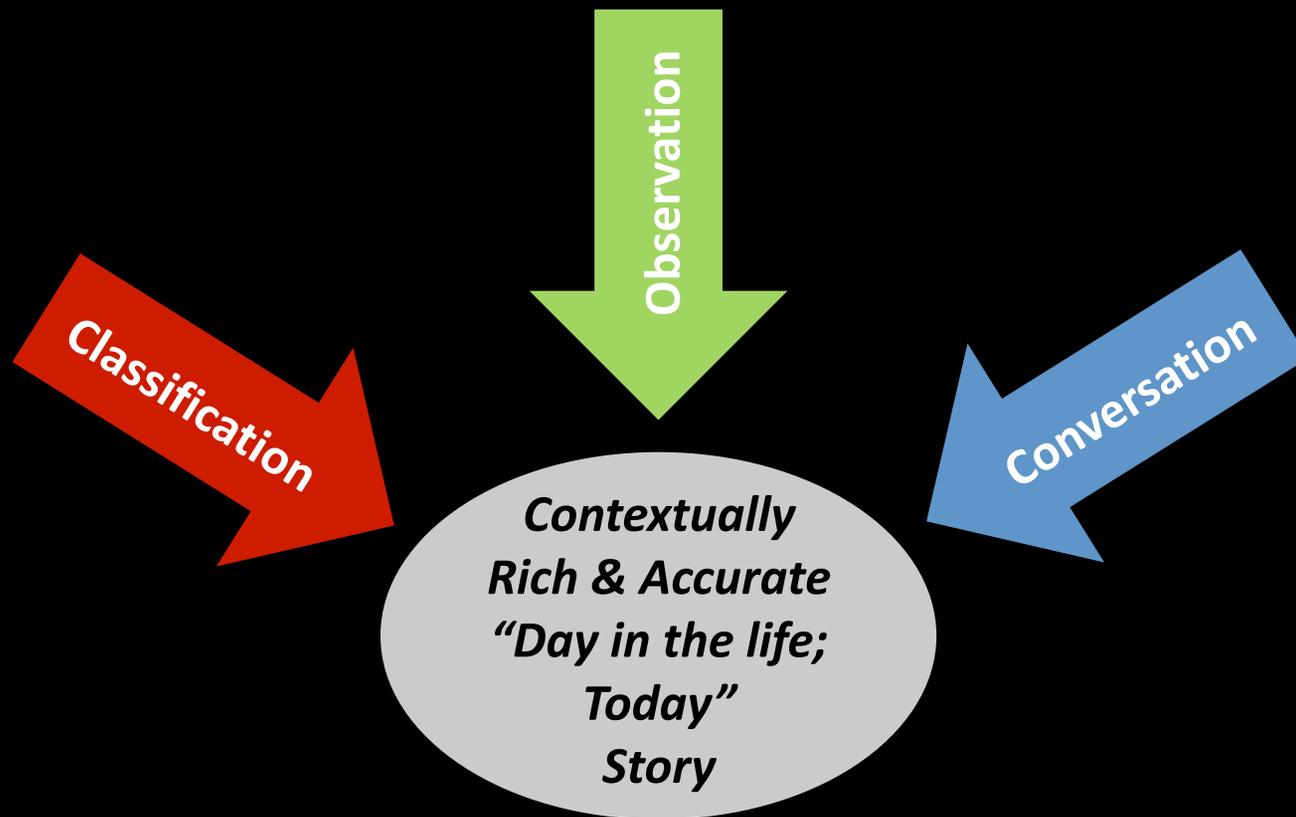
Empathic Marketing

Your Objective

Create a contextually rich “Day In The Life; Today” story that accurately represents an empathic view of how your chosen Community challenge, need, and/or problem area is being experienced by its various members, groups, and organizations.

This engaging story will provide the essential fuel to your team’s ideation “engine” out of which a wide variety of fresh ideas will be generated ; ideas aimed at creating an exciting new “Day in the life; Tomorrow” reality for the Community.

Three Approaches To Building Your Story



Approach Highlights



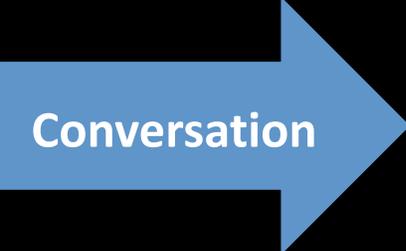
Classification

Profiling the impact of a social challenge, need, and problem by some sort of common attribute; Those impacted; gender, geographic location, age, etc., Impact: financial, emotional, physical, etc .



Observation

Multi-disciplinary team engages in direct, unobtrusive observation of an individual or group within that person or group's own environment over a period of time & situations.



Conversation

- a. Interviews and discussions with those directly and indirectly impacted by the community challenge, need, and/or problem.
- b. Observation + real-time Inquiry to understand behaviors.

Structuring Your Approach For Success

- ❖ Engage your entire multi-disciplinary team in the process
- ❖ Take an empathic approach: see and experience the situation from the Community member's perspective
- ❖ Create multiple "Day In The Life" stories & storyboards
- ❖ Your stories should highlight a range of "Archetypes" and "Personas" who are directly or indirectly impacted by the challenge, need and/or problem

What's The Day In The Life Story Here ???



What brought them to this situation?

What's a typical day look like....

- Where do they Sleep? Eat? Bathe?
- How do they clothe themselves?
- How are their medical needs being met?
- How are the kids being educated?
- Where do they have their belongings?
- How do they get around?
- Who provides them support today?
- What do they need?
- What are they feeling and thinking?
- What is their attitude about their situation?
- How are others relating to them and their situation?
- What services do they know about? Use?
- Where and how do they spend their time each day?
- Etc.