



ALIGNING CONTENT TO INFORMATION NEEDS AND EMOTIONS

Use this model alongside an empathy map as a framework for planning new content, or use it as part of a content audit to help assess the value of your existing content to your audiences.

	Useful <i>(Adds value to their lives)</i>	Usable <i>(Something they do something with)</i>
Relatable <i>(Can see themselves or others whom they influence in this)</i>	“THIS IS ABOUT ME”	“THIS IS FOR ME”
Relevant <i>(Connected to a specific want, need or emotional state)</i>	“THIS HELPS ME TO UNDERSTAND”	“THIS WILL HELP ME TO DO SOMETHING”