Empathy Map: Jane Mover

Think/Feel
- How do I get an estimate?
- Where do I book my move?
- What services does Quips offer?
- Excited to start
- How fast can I get my estimate?
- Nervous about data/privacy
- How does this process work?
- Anxious to see final estimate
- This looks expensive
- How much info does Quips need from me?
- How much info does Quips need from me?
- Who has used Quips already?
- Is this right for me?

Jane Mover
- Moving from apartment to new home
- Looking for an estimate
- Do-it-herself

Hear
- Quips is newer
- They had a lot of successful moves
- Really good customer care
- Quips is local
- Moderately priced
- This looks easier than Uhaul

See
- Great Google reviews
- Basic website header
- A "Book Now" button
- Menu icon/hidden nav
- Static imagery/graphics
- Static imagery/graphics
- Not much information
- Address forms
- Data snippets

Say/Do
- Where do I start?
- Looks for a call-to-action
- Compares Quips to other services
- Browses benefits
- Reads reviews and ratings
- Doesn't scroll as much
- Looks to sign up or booking
- Do I need to call?
- Tries to click links
- Tries to estimate it herself

Pains
- Not clear on why or how to book a move
- Not enough value prop/information
- Clickable elements appear static and are not obvious
- Final booking view causes confusion - users unsure what they opted into
- Some fields for address entry are missing, i.e. unit/apt #

Gains
- A good and fair quote/price estimate
- Minimal information entry - privacy up front
- Knowing exactly what they've opted into