Empathy Map Canvas

WHO are we empathizing with? GOAL

Who is the person we want to understand?

What is the situation they are in?

What is their role in the situation?

What do they need to DO?

What do they need to do differently?

What job(s) do they want or need to get done?

What decision(s) do they need to make?

How will we know they were successful?

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

3What do they SEE?

What do they see in the marketplace?

What do they see in their immediate environment?

What do they see others saying and doing?

What are they watching and reading?

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second-hand?

What do they SAY?

What have we heard them say?

What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

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What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

*Internal stakeholders:*

**Relationship Manager (CMC)**

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| --- | --- |
| **WHO**  Who is the person we want to understand?  What is the situation they are in?  What is their role in the situation? | * I perform sales of holiday packages * I would like to understand the customer and their needs * Employee involved in receiving calls to speak and sell to customers * I hold product knowledge * My personal profile is matched to specific customer needs to sell products more effectively * I take a 10 minute questionnaire which gets used to build my profile and skill matrix. |
| **DO**  What do they need to do differently?  What job(s) do they want or need to get done?  What decision(s) do they need to make?  How will we know they were successful? | * I will need to adjust to each customers needs based on their scenario * Success criteria = I will be successfully rerouted to a customer who matches my skills and knowledge. * I want to fulfil my customers’ needs and wants * I want to sell our products efficiently * Success criteria = happy customers, positive feedback * Success criteria = I sell a product, increased sale |
| **THINK/FEEL**  P - What are their fears, frustrations, and anxieties?  G - What are their wants, needs, hopes and dreams? | *Pains:*   * The system might fail * I might get matched with an incorrectly matched customer * I won’t be able to effectively sell the product through this system * Privacy concerns -- I don’t want to have to share so many details about myself to create my profile (e.g. sex, culture, etc.) |
| *Gains:*   * I want to be able to sell products to the customer * I want to be able to make customers happy * I want communication between customers to be easy and efficient * I want to be matched properly with the right customers for my skill and knowledge levels |
| **SEE**  What do they see in the marketplace?    What do they see in their immediate environment?  What do they see others saying and doing?  What are they watching and reading? | * I see money * I see opportunity for career growth, skills development, experience * I see telephones * I see computers * I see others agreeing that the system will ease our work and can increase sales * I am reading product information to increase my product knowledge and gain more customers |
| **HEAR**  What are they hearing others say?  What are they hearing from friends?  What are they hearing from colleagues?  What are they hearing second-hand? | * I am hearing others speaking with their customers * I am hearing others say there will be difficulties in adjusting to the new system * I am hearing people complaining about injustices in measuring their skills and performance levels * I am hearing that the system is functional to use * I am hearing the boss mention that sales will increase * My friends are saying that this system is advanced and that it is nice to see the company introducing new technology in this modern world * My colleagues are saying that this system will change the work dynamic we currently have |
| **SAY**  What have we heard them say?  What can we imagine them saying?  What other thoughts and feelings might motivate their behavior? | * Customers can be hard to deal with * There could be potential language barriers with the customer * Their previous experiences or ethics can motivate their behaviour |

**End-customers/Potential Buyers**

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| --- | --- |
| **WHO** | * I want to understand how to communicate with the relationship manager * I will hang up when I have to wait for too long * If I have a high score, I will be served first * I am trying to purchase their products |
| **DO** | * I need to be able to speak to the relation manager to enquire about my purchase * The system will be successful for me if I manage to easily purchase the product * I would prefer proper support for my needs and requests * I need to decide if the RM is suitable for my needs * I will need to dial a number to reach the CMC |
| **THINK/FEEL** | *Pains:*   * I am worried that I will not get the product I enquired for * That the relation manager won't understand my needs * There may be a language barrier in which I won't understand the relation manager * I am concerned about my customer privacy (when using the customer Profiler Tool) |
| *Gains:*   * I want a helpful service * I want a quick service * I want to be able to be connected with a highly skilled and knowledgeable RM * I want to speak with an RM that understands my specific needs * I want a fast response time |
| **SEE** | * I see the product i would like to purchase * I see many products in the catalogue * I see a computer and a telephone line * I am reading the product information * I see cheap and expensive products |
| **HEAR** | * My friends have told me that the CMC is excellent * I am hearing others say they have good reputation * My family really liked their friendly service |