

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we magine them saying?

I wish there was an easier way to communicate with attendees and track their registration status.

Iwant to be able to analyze my event data and track my success over time.

I wish i had morevisibility into the attendee experience,so I could make adjustments in real-time if necessary. "I'm worried about the security of my attendees' personal infformation.I need a system that is ttruthworthy and compliant with data

privacy laws."

To create successful events that leave a lasting impact on attendess and drive business results. To build long-term relationships with attendees and partners through meaningful interactions at events.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Competitor analysis:customers may be researching and comparing different event management systems to see how they stack up against each other in tetms of features, pricing, customer support.

BUILD ON EVENT MANAGEMENT SYSTEM USING SALESFORCE

Budget constrainta:customers may be be looking for a cost-effective soluton that fits within their budget, while still meeting their needs and expectations.

Does

What behavior have we observed? What can we imagine them doing?

time-consuming event planning Time processes, which can lead to constraints:customers stress and burnout for event organizers. may be looking for a system that saves them

ANXIETIES: Meeting stakeholder ezpectations and delivering successful events that meet business objectives and generate a positive return on investment.

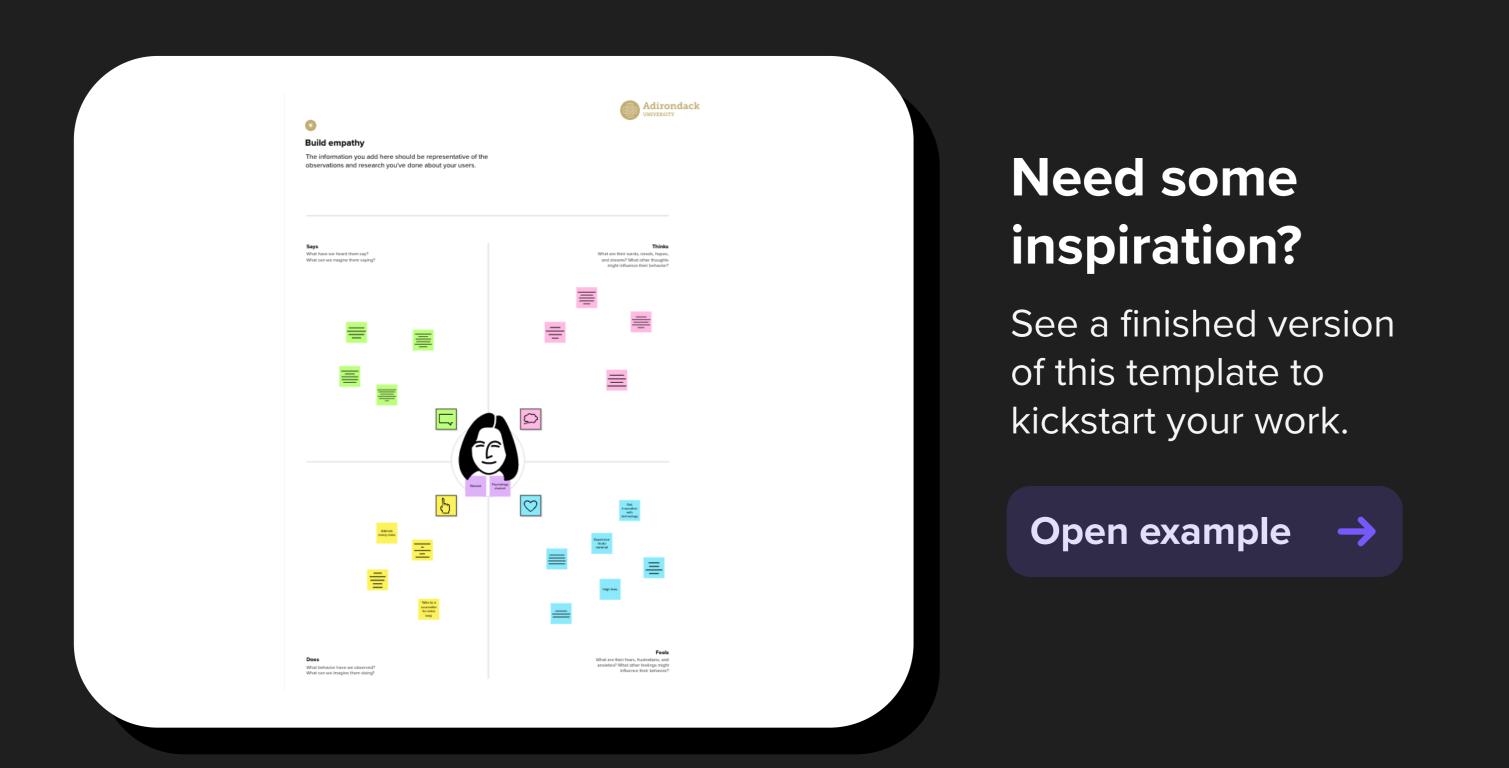
FRUSTRATIONS:Complez and

Curiosity:customers may be curious about new and emerging event management technologies and may be more likely to experiment with different features and functionalities in order to stay ahead of the curve.

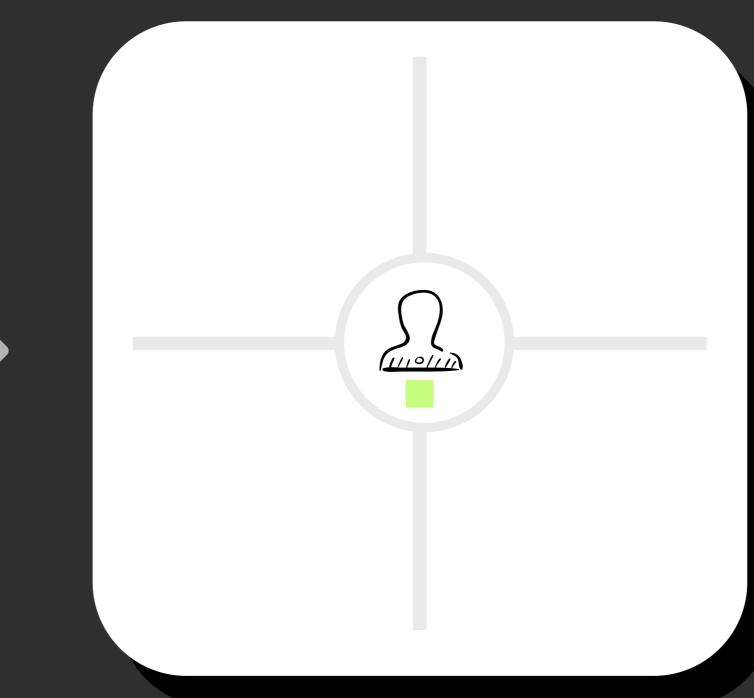
Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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time and reduces their

workload, so they can

focus on other aspects

of event planning.

