Empathy Map Canvas

Gain insight and understanding on solving customer problems.

Build empathy and keep your focus on the user by putting yourself in their shoes.



The third most frequently mentioned problem was a failed chatbot, followed by a human takeover where the user had to repeat their whole issue again

Low Understanding query capacity fears frustrations

obstacles

the most annoying customer service ever. The bot fails and human takeover is also not an option.

zones working 24/7 x
365 without needing
a break or a holiday.

Customers from
anywhere in the
world can get help in
real-time instantly.

"wants" / needs neasures of success

obstacles

An operator can concentrate on one customer at a time and answer one question.

However, a chatbot can answer thousands of questions simultaneously.

chatbots is that
they help to grow
your business by
reaching more
people and
increasing your
customer base