

# EMPATHY MAP

Map

Jennifer



NAME & SKETCH

Buying  
selling,  
paying  
and  
rapairing the car



BEHAVIORS & ACTIONS

Behaviour:  
Being a middle range  
customer when she saves  
more money , she will be  
happy  
Action:  
I must take necessary  
action to save money and  
rapair the vechicle at low  
cost

customers  
always thinks  
of saving the  
money and  
assets

vehicle needs  
cost estimated  
insurance for  
damages or  
accidents

DEMOGRAPHIC & PSYCHOGRAPHIC DETAILS



Age : 30

Location : Chennai

Income : Middle  
Income

She is a middle family  
customer

NEEDS & PAIN POINTS



Needs a fixed price  
for damage in  
vehcicle

vehicle needs  
the insurance  
for determine  
the cost of  
damage

Needs points:  
customer needs to  
claim insurance and  
other safety plan for  
the vehciles  
Pain Points: if not they  
will suffer more both  
money and family