

EMPATHY MAP

Map

Jennifer



NAME & SKETCH

Buying
selling,
paying
and
repairing 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
repair the vehicle 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
vehicle

vehicle needs
the insurance
for determine
the cost of
damage

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