

# EMPATHY MAP

## Map

Jennifer



NAME Et S KETCH

BEHAV 10 RS Et ACT 10 N S

DEMOGRAPHI b: P 5YC HOG RAP HIC D ETA 1L5



Age : 3 0

Location : Chennai

Income : Midrlte  
Income

She Is a mfd dte famt fy  
customer

Buying  
selling,  
paying  
and  
dapat ring ftse car

Belngp mld glerange  
customer vvwen shesaves  
more money, sn ewuo e  
happy

action to aa re mop an  
rapair the vechlcte at low

customers  
always thinks  
of saving the  
money and  
assets

vehicle needs  
cosE estimated  
i nsurance fOr  
damages or  
accidents

NEED S Er PAIN POI NTS



Needs afbedpnce  
for damage in  
vechicie

vechicte needs  
the insurance  
for determine  
the cost of  
Damage

Need s points.-  
customer n eeds to  
claim insurance and  
other safety plan for  
the vehicles

Pain Points: if noE they  
witt suffer more both  
money and family