

Group 3

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Empathy Map

Says:

1. The process of making my glasses is taking a long time.
2. Are there any benefits or services available when I get my glasses made?
3. What is the expense involved in producing glasses?

Thinks:

1. Is this correct, or will I be comfortable with my eyesight?
2. What is the update on my eye grade today? Will it increase or stay the same?
3. I hope my glasses last a long time since I wear them constantly, and I hope the frame is sturdy.

Does:

1. Waiting for the scheduled appointment for my eye check-up.
2. Will try on frames at the clinic to find what works and fits their face.
3. Keeping the receipt after your appointment or when you order your glasses.

Feels:

1. Worried about the cost, accuracy of the prescription, or the process.
2. Will feel relieved regarding the outcome of the consultation when the doctor explains clearly.
3. Feeling unsure about how the glasses frame will look on me.

Pain (Frustration):

1. Choosing the perfect frame that fits well and looks good can be quite a hassle.
2. The waiting time during the eye consultation and examination is lengthy.
3. The communication from clinic staff is occasionally unclear or incomplete.

Gain (Outcome):

1. Online appointment booking offers increased flexibility and convenience for users.
2. Keeping digital records and receipts can minimize the risk of losing important information.
3. Providing consistent quality of service during each visit would instill confidence in the clinic.