

# Empathy map

## Think & Feel

Think: Possible ways to bring a user freindly design, Connecting other subsidiaries that Regina Food Bank supports

**Feel:**  
**Excited,**  
**Confident**

## See

**A proper system, more freedom, user friendly**

## Hear

The Food bank is receiving up to 220 calls per day, call volume is too high and they are unable to serve everyone.

They are able to complete 50-60 deliveries per day. Available through delivery and drive-thru.

**"Two weeks" of food provides 7-10 days of actual food**

Large number of new users from job loss due to covid. Expecting up to 120k points of service this year.

Post pandemic challenges: scale, consistency of service, meeting the needs of all of the customers

**Customers need to be able to book a hamper 24/7**

## Paing & Gain

**Pain: Lots of Designing, Requires Consistency**

**Gain: A better cause, Learning opportunities**

## Say & Do

**Say: "The website is reliable for customers and employees"**

**Say: "That was easy to use, I would have no issues using this service again."**

**Do: The customer will make selections and select delivery or pick up times and have a user friendly experience**

**Do: The customer will fill out a questionnaire and it wont be cumbersome. The questionnaire will ask about income, diet, hamper type, family size, booking date, age of family members, some sort of ID**