**Section 2.2: Empathy Map – Ideation Phase**

**Overview**

The Empathy Map serves as a bridge between user needs and system design by capturing what users think, feel, say, and do. For the Public Transport (RTC) Management System, this phase ensured that all proposed Salesforce features were aligned with real-world expectations and challenges. This helped inform every design and development decision, from user interface layout to the structure of reports and dashboards.

Empathy mapping ensures a human-centered design approach, elevating usability and stakeholder adoption. The personas created during brainstorming sessions were expanded into rich empathy profiles through interviews, shadowing, and process observation.

**Purpose of Empathy Mapping**

* Understand users’ emotional and practical interactions with transport processes.
* Identify pain points that may not be documented in formal SOPs.
* Design system features that genuinely improve user experience.
* Ensure stakeholder-specific interfaces and dashboards.

**Personas and Empathy Maps**

The empathy map exercise targeted four main user personas:

**1. Driver**

| **Dimension** | **Insight** |
| --- | --- |
| **Says** | "I just want a clear schedule and working vehicle." |
| **Thinks** | "If something goes wrong with my bus, I’ll be blamed." |
| **Does** | Operates bus routes, checks in/out, logs shifts manually |
| **Feels** | Under pressure due to poor scheduling and lack of backup support |

**2. Conductor**

| **Dimension** | **Insight** |
| --- | --- |
| **Says** | "Counting passengers during peak hours is chaotic." |
| **Thinks** | "What if I forget to log something and get penalized?" |
| **Does** | Collects fares, logs ticket counts manually |
| **Feels** | Anxious and rushed, especially during high-traffic times |

**3. Station Manager**

| **Dimension** | **Insight** |
| --- | --- |
| **Says** | "I need to know which driver is available right now." |
| **Thinks** | "If a bus breaks down, I need fast data to reshuffle shifts." |
| **Does** | Assigns trips, schedules employees, monitors bus availability |
| **Feels** | Frustrated with paper logs and lack of central visibility |

**4. Admin/Head Office Officer**

| **Dimension** | **Insight** |
| --- | --- |
| **Says** | "Why does it take so long to compile fare reports?" |
| **Thinks** | "I can’t make data-driven decisions without real-time dashboards." |
| **Does** | Gathers reports from all depots, presents monthly performance |
| **Feels** | Pressured, isolated from real-time field updates |

**Visual Suggestion: Empathy Map Diagram**

Create a diagram with 4 quadrants for each persona using:

* **Draw.io** ([https://draw.io](https://draw.io/))
* **Miro** ([https://miro.com](https://miro.com/))
* **Lucidchart** ([https://lucidchart.com](https://lucidchart.com/))

Each quadrant should have:

* Top Left: "Says"
* Top Right: "Thinks"
* Bottom Left: "Does"
* Bottom Right: "Feels"

📌 *Diagram Placeholder: Insert empathy maps for each persona.*

**Key System Features Derived from Empathy Maps**

| **Persona** | **System Feature** |
| --- | --- |
| Driver | Shift Scheduling with automated calendar view |
| Conductor | Mobile-friendly trip and fare logging interface |
| Station Manager | Real-time employee and vehicle dashboard |
| Admin Officer | Configurable, real-time dashboard with export options |

These features helped guarantee that each stakeholder had a reason to engage with and trust the Salesforce system.

**Impact of Empathy Mapping**

1. **Clarity in UI/UX Design:** Tabs and forms were arranged according to user frequency and ease.
2. **Dashboard Personalization:** Every persona got custom dashboard views.
3. **Targeted Validation Rules:** Built to reduce the specific errors common to each user.
4. **Adoption Rates:** Higher willingness to switch to digital due to familiarity-driven design.

**Conclusion**

The empathy mapping phase transformed user assumptions into tangible CRM requirements. By visualizing what users go through daily, the Salesforce development team could design with purpose and precision. As a result, the system is not just a technical upgrade, but a solution rooted in empathy, usability, and real impact on transport operations.

Empathy mapping proved vital in making the RTC Management System intuitive, reliable, and tailored for every end-user involved in the transport chain.