

EMPATHY MAP FOR DELIVERY PARTNERS



SAYS

- I have to take orders every day, or I don't earn anything.
- I must keep moving within 15 minutes; staying in one place costs me orders.
- If I complete 12 orders, I'll get Rs. 225 extra—but missing login between 12–3 PM means losing Rs. 1500.
- GPS or app issues can make me miss orders, so I contact support quickly.
- Traffic and weather slow down deliveries and make the job harder.



FEELS

- I feel stressed and frustrated when I miss orders due to GPS, login mistakes, traffic, or bad weather.
- I'm tired and uncomfortable after long-distance deliveries, especially in the summer heat.
- I feel happy, relaxed, and motivated when I hit my daily target or have a good day.
- Extra money and 5-star ratings make me feel pleased and recognized for my effort.
- I feel relieved and proud when personal bills are managed and I finish a tough day successfully.

- Will my earnings and incentives be enough to cover my family's expenses?
- I hope I can complete all my daily targets and earn the extra incentive.
- Maybe I should work extra hours to make more money.
- I need to plan petrol, water, and breaks carefully so I don't lose money.
- Traffic, night deliveries, and weather can be dangerous—I must stay careful while working.

- Logs in on time and constantly checks the app, GPS, and internet to get orders.
- Travels long distances on the bike and adjusts routes to save time or fuel.
- Waits at restaurants and for customers to accept orders while managing time efficiently.
- Refuels petrol, takes small breaks for water, snacks, or meals to stay active.
- Communicates with support, restaurants, and customers; adapts quickly to GPS, traffic, or order issues.

THINKS

DOES