

EMPATHY MAPPING EXERCISE

Write a short reflection (100 words): “What emotions or needs did I understand better through this exercise?”

Through this exercise, I gained a deeper understanding of the emotional and practical challenges delivery partners face daily. I realized the constant pressure they're under to meet deadlines, manage unpredictable issues like GPS failures, and deal with the physical strain of long hours, traffic, and harsh weather conditions. Their resilience in staying focused despite these challenges is truly remarkable. I also came to appreciate their need for financial security and recognition, as their income is closely tied to their performance. Despite the hardships, they stay motivated by incentives, customer ratings, and the small victories that fuel their drive to continue.