

## Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

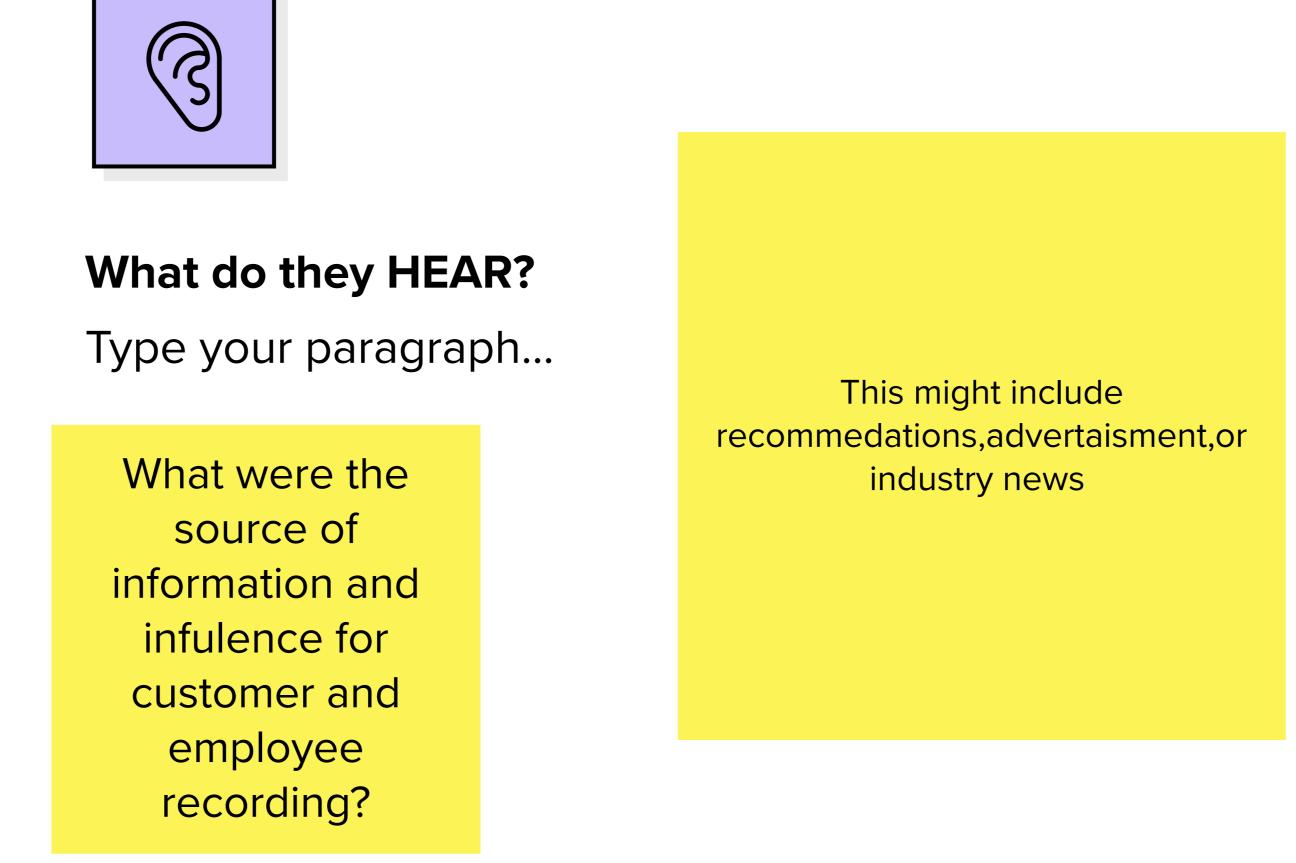
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



Team ID NM2023TMID03182

Project Name FARMER INSURANCE CHAIN



What do they THINK and FEEL?

What were the thoughts and consence of both customer and employe.

This might involves feelings of trust, frustraction, satisfication or anxiety.

Consider the worries ,expection and perception.

That were the emotional states of customer and employee.



## What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

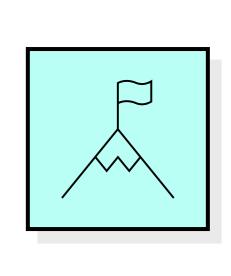
The making

claims are

handling

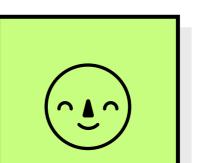
administrative

task.



PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

Consider the benifits and gains that customer and employee are expirenced such asbinancial security, discount.

This could encompass activities like buying policy.

Identify the pain points and challenges experienced by empolyee and customer

This could include issues like complex paper work, slow claims

FARMER INSURANCE CHAIN

What other thoughts and feelings might influence their behavior?

Thought and feelings

might influnce their

behaviour are policy

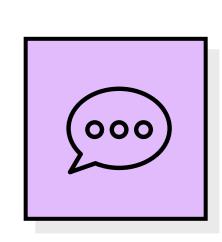
managementsystem

and billing and

payment system.

By understanding this accept, you can gain better understanding of the per spectives and expirenced of those invloed with the farmer insurance

chain.



## What do they SAY?

What have we heard them say? What can we magine them saying?

What did customer and employee say about the company?

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yee say
ut the
pany?

This include feedback, complaints, and testimonials

Share template feedback

