

Ideation Phase

Empathize & Discover

Date	23 June 2025
Team ID	LTVIP2025TMID30202
Project Name	Field Service WorkOrder Optimization
Maximum Marks	

Empathy Map Canvas:

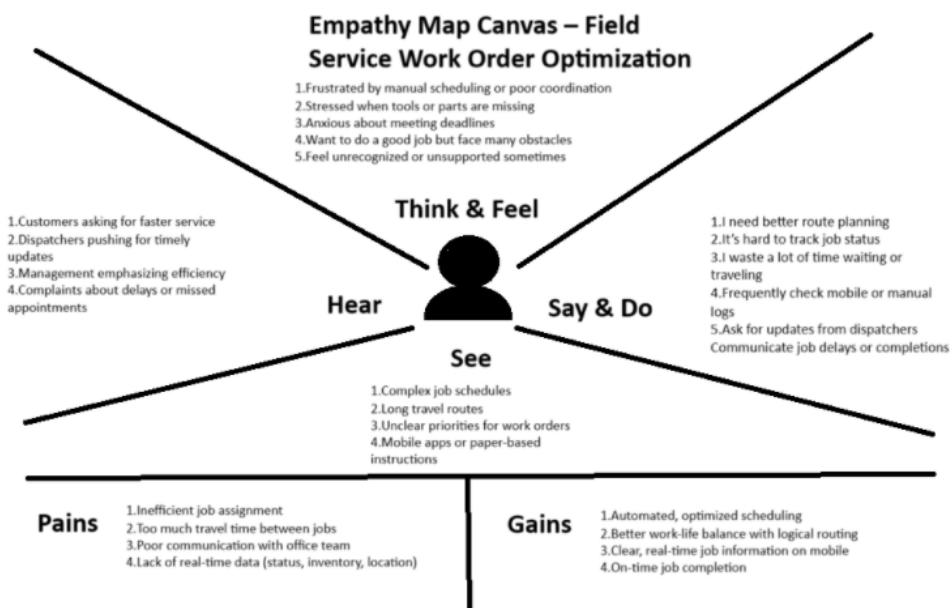
An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It helps us understand the users' needs, align the team, and discover insights to create a better product or service.

In this context, we've created an empathy map for Field Technicians and Dispatch Managers using Salesforce Field Service. This map helps us recognize their pains, needs, and motivations while managing or executing work orders.

Field Service Work Order Optimization:

User Persona:

- **Name:** Rakesh
- **Role:** Field Technician
- **Industry:** Utilities (Maintenance & Repair)
- **Goal:** Complete work orders efficiently and reduce travel time.



1. Says

- “I need to know where to go next.”
- “I wish my schedule was optimized to avoid delays.”
- “Why can’t I see all the parts required in one place?”

2. Thinks

- “I hope the customer isn’t upset again due to delay.”
- “This could have been a one-visit job with proper planning.”
- “Will I finish on time today?”

3. Does

- Checks mobile app for updates.
- Completes work orders in Salesforce Field Service.
- Communicates with dispatchers for job clarifications.

4. Feels

- Frustrated when job info is incomplete.
- Stressed due to traffic and rescheduling.
- Satisfied when a job is completed smoothly.

5. Pains

- Unclear or missing work order details.
- Non-optimized routing leading to delays.
- Lack of real-time status visibility.

6. Gains

- Real-time updates and optimized schedules.
- Reduced travel and idle time.
- Improved customer satisfaction and job completion rates.