Ideation Phase
Empathize & Discover

Date	25 June 2025
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Project Name	Field Service Work Order Optimization
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas is a visual tool designed to capture insights into the behaviors, attitudes, and needs of users. It enables teams to deeply understand their users, ensuring that solutions are tailored to address real problems from the user's perspective. For the Field Service WorkOrder Optimization project, this canvas focuses on two primary user groups: Field Service Managers and Field Technicians, as well as considering the Customers awaiting service.

Purpose

- Gain a deeper understanding of users' goals, challenges, and behaviors to design an effective work order optimization platform.

- Identify pain points and opportunities to enhance operational efficiency and user satisfaction.

- Align the solution with the needs and workflows of managers, technicians, and customers.

Empathy Map: Field Service Managers

Who are we empathizing with?
Field service managers, aged 30-50, responsible for scheduling, dispatching, and overseeing technicians in industries like HVAC, utilities, or telecom. They work in high-pressure environments, balancing operational efficiency with customer satisfaction.

What do they SEE?

- Overbooked or conflicting technician schedules causing delays.

- Outdated software or manual spreadsheets for work order management.

- Customer complaints about missed appointments or unclear ETAs.

- Dashboards with incomplete or delayed data on technician performance.

What do they SAY?

- "I need a better way to assign tasks based on technician skills and location."

- "We're losing money due to overtime and idle time."

- "Customers are frustrated when we can't provide real-time updates."

- "It's hard to prioritize urgent jobs without disrupting the schedule."

What do they DO?

- Manually adjust schedules to resolve conflicts, often under time pressure.

- Communicate with technicians via phone or email to reassign tasks.

- Respond to customer inquiries about service status.

- Review performance reports to identify inefficiencies.

What do they HEAR?

- Complaints from customers about delayed or missed services.

- Technicians reporting issues with accessing job details on-site.

- Executives demanding cost reductions and faster service delivery.

- Feedback from IT teams about integration challenges with existing systems.

What do they THINK and FEEL?

- **Pains**: Frustrated by scheduling errors, stressed about meeting KPIs, and overwhelmed by manual processes.

- **Gains**: Desire a system that automates scheduling, provides real-time insights, and reduces customer complaints.

- **Goals**: Improve operational efficiency, reduce costs by 10%, and increase customer satisfaction by 25%.

Empathy Map: Field Technicians

Who are we empathizing with?
Field technicians, aged 25-45, who perform on-site repairs or maintenance. They are mobile, rely on technology for job details, and aim to complete tasks efficiently while maintaining high service quality.

What do they SEE?

- Multiple apps or paper-based records for job details.

- Incomplete or outdated customer/equipment information.

- Traffic or logistical challenges affecting job timelines.

- Urgent job reassignments disrupting their schedule.

What do they SAY?

- "I waste time waiting for job details or updates."

- "I'm sent to jobs that don't match my skills or tools."

- "Customers get upset when I can't give them an exact ETA."

- "I need one app that has everything I need for the job."

What do they DO?

- Travel between job sites, often navigating logistical challenges.

- Contact dispatchers for clarifications on job details.

- Update job status manually, sometimes after hours.

- Manage customer expectations during service visits.

What do they HEAR?

- Customers asking for updates on service status.

- Managers requesting faster task completion.

- Colleagues complaining about scheduling conflicts or lack of information.

- Notifications from multiple systems, causing confusion.

What do they THINK and FEEL?

- **Pains**: Frustrated by inefficient workflows, stressed about mismatched assignments, and annoyed by lack of real-time data.

- **Gains**: Want a single, user-friendly app for all job details, clear schedules, and fewer disruptions.

- **Goals**: Complete jobs faster, reduce downtime by 15%, and improve customer interactions.

Example: