

Empathy Map for a Restaurant Manager

- "We need better driver distribution across zones"
- "Why are there so many delayed deliveries today?"
- "Which drivers are available for the lunch rush?"
- "The system isn't updating driver locations again"
- "We need to improve our peak hour performance"
- "Can someone contact that driver who's off route?"
- "The customer satisfaction scores are dropping"
- "We need more drivers in the northern district"
- "How can we reduce wait times at popular restaurants?"
- "Who can cover for the drivers calling in sick?"

- "I'm worried about meeting performance metrics"
- "I'm stressed during unexpected demand spikes"
- "I'm concerned about driver retention rates"
- "I'm frustrated with limited visibility of operations"
- "I value data-driven decision making"
- "I'm anxious about customer complaints"
- "I want to create a fair system for all drivers"
- "I need better tools to manage this complexity"

Thinks & Feels

Says

Does

Sees

- Monitors real-time delivery performance dashboards
- Coordinates driver schedules and zone allocations
- Analyzes patterns to predict demand fluctuations
- Resolves escalated delivery issues
- Conducts regular team meetings with area supervisors
- Creates contingency plans for peak periods
- Documents recurring problems for system improvements
- Balances customer satisfaction with operational efficiency

Pain Points

- Limited real-time visibility of driver locations
- Inefficient resource allocation tools
- Inability to predict demand accurately
- Disconnected communication systems
- Manual performance tracking requiring constant attention
- Difficulty managing driver availability during peak times
- Complex scheduling across multiple zones
- Inability to quickly respond to market changes
- Limited data for decision-making
- Slow system response during high-volume periods

- Performance metrics constantly fluctuating
- Understaffed areas during unexpected rush periods
- Weather and traffic affecting delivery times
- Competing services taking market share
- Drivers struggling with the current system
- Customer complaints about delivery times
- Restaurant partners frustrated with pickup coordination
- Upper management expecting improved KPIs

Needs/Opportunities

- Comprehensive fleet tracking system with real-time updates
- AI-powered demand forecasting and resource allocation
- Automated performance analytics with actionable insights
- Unified communication platform connecting all stakeholders
- Dynamic zone management based on real-time conditions
- Predictive staffing recommendations
- Automated incident response system
- Driver performance optimization tools
- Weather and event-based planning assistance
- Resource reallocation algorithms for peak efficiency
- Customizable dashboard with critical KPIs
- Scenario planning tools for unusual circumstances