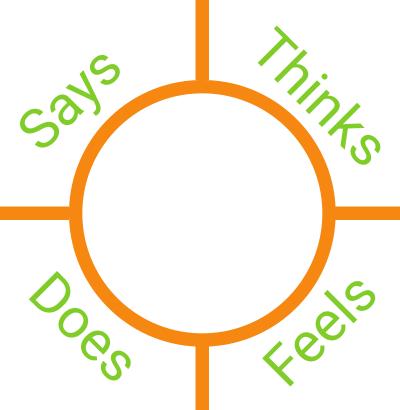# Empathy Map for Delivery Men Manager

Says

- "I need better visibility of where my delivery men are at any time."
- "The route allocation system is not efficient enough."
- "Customer complaints about delays reflect poorly on my management."
- "My runners are frustrated with unfair route assignments."
- "It's challenging to track performance and reward hardworking runners."

Thinks

- "How can I improve efficiency and reduce delays?"
- "Do my runners feel supported and motivated to perform well?"
- "What tools can help me manage operations and handle complaints better?"
- "If I don't resolve these issues soon, it may escalate."
- "Better data could help me make more informed decisions."

Does

- Allocates routes manually or through inefficient software when the system fails.
- Mediates between customers, delivery men, and restaurant complaints.
- Tracks performance informally and rewards runners based on limited data.
- Attends meetings with higher-ups to report on operations and challenges.
- Analyzes feedback from all stakeholders to identify recurring issues.

Feels

- Stressed due to constant complaints from customers and runners.
- Pressured to meet company KPIs while managing limited resources.
- Frustrated by the lack of real-time data and tools to track deliveries.
- Empathetic toward delivery men facing unfair workload distribution.
- Motivated to implement solutions that improve the overall system.

Pain Points

- Lack of real-time visibility into delivery operations.
- Inefficiencies in the route allocation system causing delays.
- Inadequate tools to track runner performance and address complaints.
- Difficulty in managing expectations of both delivery men and customers.
- Limited resources to resolve operational bottlenecks quickly.

Needs/Opportunities

- A dashboard with real-time updates on delivery status, routes, and runner locations.
- Data-driven tools for performance tracking and workload allocation.
- Better communication features to connect with delivery men and customers.
- Training and motivational incentives for runners to boost morale.
- A feedback system to monitor and resolve recurring complaints efficiently.