Empathy Map for a Restaurant Manager

- "Where's the exact apartment number?"
- "The restaurant isn't ready with the order"
- "Traffic is terrible today"
- "This address is hard to find"
- "My battery is dying and I need to use maps"
- "I've been waiting for 15 minutes at the restaurant"
- "The customer isn't responding to my calls"
- "The app crashed again"
- "I need to complete more deliveries to meet my target"
- "Can someone update the pickus"

- ""I'm anxious about meeting delivery time expectations"
- "I'm frustrated when restaurants make me wait"
- •"I'm concerned about my safety in certain areas"
- "I'm stressed when multiple orders pile up"
- •"I value efficient routes to maximize earnings"
- •"I'm worried about negative ratings affecting my profile"
- ""I wish customers understood delivery challenges"

- Checks multiple navigation apps for best routes
- Constantly communicates with customers about delays
- Juggles multiple orders during peak hours
- Takes photos of deliveries as proof of completion
- Maintains vehicle in good condition
- Keeps track of earnings per delivery
- Carries portable chargers and rain gear
- Creates personal notes about difficult locations

- Competing delivery drivers at popular restaurants
- Impatient customers waiting for their food
- Restaurant staff overwhelmed during rush hours
- Traffic and road construction causing delays
- App notifications constantly changing
- Unclear building entrances and confusing layouts
- Other delivery platforms offering different incentives
- Weather conditions affecting delivery times

Pain Points

- Unreliable app functionality during peak hours
- Poor network coverage in certain areas
- Unclear delivery instructions from customers
- Long wait times at restaurants
- Inefficient route suggestions
- Lack of support during delivery issues
- Inadequate compensation for difficult deliveries
- System crashes leading to lost information
- Difficult-to-navigate apartment complexes
- Safety concerns in unfamiliar neighborhoods

Needs/Opportunities

- Reliable offline mode for the delivery app
- Accurate GPS and navigation system
- Real-time updates about order status
- Fair compensation system based on delivery complexity
- Streamlined communication with customers and restaurants
- Safety features for night deliveries
- Route optimization for multiple orders
- Clear building/apartment access instructions
- Battery-saving app features
- Easy reporting system for delivery issues
- Pre-arranged pickup protocols with restaurants
- Recognition program for consistent performance