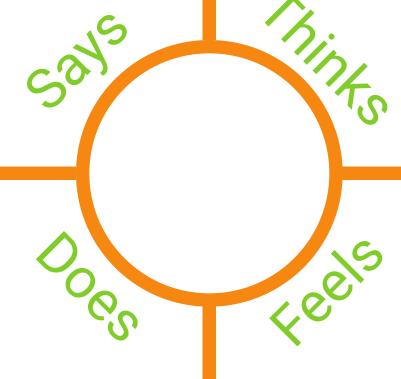
## **Empathy Map for a Delivery Man**

- "The routes aren't always clear; I waste time figuring them out."
- "I wish I had better insights into the delivery queue."
- "Customers sometimes blame us for delays, but it's not always our fault."
- "Managing my fuel expenses is tough with unpredictable earnings."
- "I feel rushed during peak hours without proper support."

- "Am I earning enough for the effort I'm putting in?"
- "The system could allocate deliveries more fairly."
- "What if there were clearer communication between customers, managers, and us?"
- "I need to keep track of my daily targets and expenses better."
- "The app doesn't always show accurate delivery times, which frustrates everyone."



- Plans routes manually when app guidance is insufficient.
- Multitasks by updating customers on delays while navigating.
- Tracks deliveries and expenses informally (e.g., on paper or phone apps).
- Reports major issues to managers but avoids complaints for fear of reprimand.
- Works overtime during peak demand, especially evenings and weekends.

- Stressed during peak hours or when dealing with late orders.
- Underappreciated when customers or managers don't recognize their efforts.
- Motivated to earn bonuses or complete targets for extra income.
- Frustrated by unclear navigation and route allocation.
- Proud of being reliable and building rapport with regular customers.

## **Pain Points**

- Poor route allocation and unclear navigation.
- Inconsistent communication with customers and managers.
- Stress from customer complaints about delays caused by system inefficiencies.
- Limited tools to track earnings, expenses, or performance efficiently.
- Unfair distribution of deliveries, especially during peak times.

## Needs/Opportunities

- An optimized delivery app with clearer navigation and real-time updates.
- A transparent delivery allocation system to ensure fairness.
- Features to track daily earnings, expenses, and bonuses.
- Enhanced communication tools within the app to update customers easily.
- Incentives and recognition to boost morale and motivation.