

Empathy Map for a Delivery Man



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.