Empathy map assignment

1. Product Description: Drone Murder\* Swarm (\*not really)
   1. The problem is that we don’t have enough cool drone things in the world, the problems are more convenience kind of things “I can’t reach that thing”, “This box is too heavy”, “This object should be a team lift, but I’m the only one available”
   2. So in short the problem is the lack of ability to move and manipulate objects yourself
   3. Solution! A squadron of drones of varying sizes to manipulate objects in the world around you!
2. There are a variety of people who could buy my product, construction companies, people who want cool drone murder swarms, production plants, old people, office workers.
   1. Users like office workers and other indoor users would mostly have small drones with only the capability of retrieving small handheld items for you
   2. Users such as construction workers would have medium to large drones, ones that can retrieve tools or grab things such as 2x4s, others to help lift large objects
   3. I would say home use would have the largest variety, some drones to retrieve small objects, and some big drones for things like helping you move furniture and lift large objects
3. Empathy Map:

1. WHO are we empathizing with?

Construction Administration

They are being pressured to increase construction speed

They are a decision maker, not the executer

2. What do they need to DO?

They need to improve construction speed

They can make things easier for their employees

Is that worth the investment?

They are successful if buildings get built faster and they save money doing it

3. What do they SEE?

Generally they see ways to improve leadership skills or better building protocols that are faster or cheaper

They see offices and not workers in their immediate environment

They see others talking about leadership ideas and management practices

They are reading newspapers and stuff because they are probably old, I dunno.

I assume they watch and read leadership and management material because that’s their job, but I’ve never even seen a construction upper management guy

4. What do they SAY?

“Our workers are lazy and slow and don’t deserve a living wage!”

“Wow our workers are so much faster with this new and not at all risky tech!”

5. What do they DO?

I don’t know what they do, they do paperwork and probably payroll stuff, sometimes oversee their workers

We have observed them not really using new technologies

We could easily imagine them being weary of our tech, so we gotta be real smart about the advertising

6. What do they HEAR?

They hear others talking about how COOL our product is!

From friends they probably hear not great things about modern technology because this person is probably OLD (How old are upper management construction people usually)

From colleagues that are older they probably hear skepticism, from colleagues that are younger they probably hear excitement over such innovation

7. What do they THINK and FEEL?

They are afraid of getting in trouble for potentially “Wasting Money”

They are frustrated with construction speeds

They are afraid of accidents happening because of the new tech

They want their projects to be finished quickly, but also safely

They want to save the company money in the longterm, so they can get promotions and such

They think this technology could be viable once it isn’t in such an experimental phase

They also really like pie, because all construction workers like pie