

Empathy Map

User Roles:

1. Alice – Project Manager
2. Bob – Team Member

What Alice Thinks & Feels:

Alice needs a clear workflow to track task progress and ensure accountability. She feels frustrated when team members fail to update task statuses on time. She wants a system that automatically reflects progress and approvals.

What Alice Says & Does:

Alice assigns tasks, sets priorities, and checks progress regularly. She communicates updates to stakeholders and ensures task closure only after validation.

What Bob Thinks & Feels:

Bob wants clarity on his assigned tasks, timelines, and responsibilities. He feels more confident when task progress is automatically updated and visible to Alice.

What Bob Says & Does:

Bob updates his task status as he completes work. He provides feedback and collaborates with Alice through structured workflows.

Pain Points:

- No automated task tracking
- Lack of clarity in task ownership
- Difficulty in managing role-based permissions

Gains (Expected Outcomes):

- Role-based visibility for Alice and Bob
- Automated status updates and approvals
- Centralized tracking for all project tasks