**Empathy Map Canvas**

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| *Designed for:* |  | *Designed by:* |  | *Date:* |  | *Version:* |
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| WHO are we empathizing with? | **GOAL** | What do they need to DO? |

Who is the person we want to understand?

What is the situation they are in?

What is their role in the situation?

What do they need to do differently?

What job(s) do they want or need to get done?

What decision(s) do they need to make?

How will we know they were successful?

What do they THINK and FEEL?

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

* My ability to make sales would be assisted by a dedicated system

What are they hearing second-hand?

|  |  |
| --- | --- |
| PAINS |  |
| What are their fears, frustrations, and anxieties?  www | What are their wants, |
|  | needs, hopes and dreams?   * To be the most effective salesman |
|  |  |

What other thoughts and feelings might motivate their behavior?

What do they DO?

What do they do today?

* Take and conduct incoming and outgoing calls

What behaviour have we observed?

* Customers are already

What can we imagine them doing?

What do they SEE?

What do they see in the marketplace?

What do they see in their immediate environment?

What do they see others saying and doing?

What are they watching and reading?

What do they SAY?

What have we heard them say?

* The amount of holiday packages and their different natures complicate our jobs

What can we imagine them saying?

* If there was a way to profile and segment customers before they came through, it would better equip ourselves to help them

**Pains**

What are their fears, frustrations, and anxieties?

* I feel too locked in by my initial profile evaluation
* This is a high-value customer, I don’t want to disappoint them or lose the sale
* I am not meeting my targets, will I make the budget for this month?

**Goals**

What are their wants, needs, hopes and dreams

* I want to be the most effective salesman
* I want a way to see and improve my KPI’s to better serve customers
* I need a way to better handle so much information in my job

**What do they SAY?**

What have we heard them say?

* The amount of holiday packages and their different natures complicate our jobs

What can we imagine them saying?

* If there was a way to profile and segment customers before they came through, it would better equip ourselves to help them
* I feel like I waste too much time taking on customer inquiries I’m not fit to handle

**What do they DO?**

What do they do today?

* Take and conduct incoming and outgoing calls
* Use script and standard selling techniques for most customers

What behaviour have we observed?

* Customers are already being segmented based on cultural and social aspects
* Relationship managers trying their best to be timely and efficient

What can we imagine them doing?

* Reading through customer profiles and assessing their own sales skills to see their chances of converting into a sale

**What do they HEAR?**

What are they hearing others say?

* There are better systems from other companies to make it easier for call centre representatives

What are they hearing from friends?

* I think the service received can be a bit more efficient

What are they hearing from colleagues?

* My ability to make sales would be assisted by a dedicated system
* I feel too tired from multiple calls and failed conversions
* There’s a lot of holiday packages to undertake

What are they hearing second-hand?

**What other thoughts and feelings might motivate their behaviour?**

Thoughts of how I can satisfy my manager,

Feelings of stress and exhaustion after long calls and low conversion. Relief, achievement, confidence after satisfactory customer interactions.