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ARAD 4390

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Empathy Map

Customer Segment: Amy/26/Dallas/Manager at PR Firm/85k year

1. **What does she see?**
   1. *What does it look like?*
      1. It looks very fast paced as a manager of a PR Firm at such a young age.
   2. *Who surrounds her?*
      1. Her coworkers are nearly all the contact she receives on a daily basis. She often goes home and continues working to prepare for the next days work.
   3. *Who are her friends?*
      1. Her friends are very limited due to the limited outside the office time she receives. She has a great work ethic which hinders her ability to meet others outside of her immediate workspace.
   4. *What types of offers is she exposed to daily (As opposed to all market offers)?*
      1. She is surrounded by offers from credit cards, newsletters on how to market companies better, and other miscellaneous offers.
   5. *What problems does she encounter?*
      1. She encounters the problem many people encounter, the limited number of hours in a day. She is late to bed and early to rise which makes her sleep deprived. This means that anything outside of work she tries to get done with speed, often lacking proper decision making on deals outside of the workplace.
2. **What does she hear?**
   1. *What do her friends say?*
      1. Her friends say that she needs to get her car fixed as it seems to be breaking down more often, however Amy has little free time she struggles finding time to get even the basic things done, yet alone get her car fixed.
   2. *What does her spouse say?*
      1. She has not had time to get married, yet alone date, because she is focused on her career since graduating just shy of four years ago.
   3. *Who really influences her, and how?*
      1. The ones that influence her the most are her coworkers and then customers of her at the PR firm.
   4. *Which media channels are influential?*
      1. Nearly all media channels are influential, although by far the internet is most influential. Amy understands that the internet is a great way for her to find reliable automotive repair shops too!
3. **What does she really think and feel?**
   1. *What is really important to her (which she might not say publicly)?*
      1. What is really important to her is the approval of those around her. She struggles, like a lot of working professionals it seems, of having true self worth. With her life being as hectic as it is, and the hard economic times, she worries that potentially her job could be cut at any moment. Because of this not even her health is important but rather her performance at work is her number one priority.
   2. *Imagine her emotions. What moves her?*
      1. What moves her is the reaffirmation from coworkers that she is doing a good job. While the coworkers may be below her on the totem pole she appreciates any positive feedback she can get.
   3. *What might keep her up at night?*
      1. Since she has been paying back her massive student loan and credit card debt since graduating from SMU she worries how she will survive if she were to lose her job. She wishes that she could be in a better financial position, as even when making $85,000 per year she has so much student loan debts that her money to live on is very strapped. She also is underwater on the condo she purchased right out of graduating college.
   4. *Try describing her dreams and aspirations*
      1. She dreams to own her own PR firm, the one to make all decisions.
4. **What does she say and do?**
   1. *What is her attitude?*
      1. She has a very positive attitude when viewing from the outside, however inside she has a very negative attitude towards herself.
   2. *What could she be telling others?*
      1. She could be telling others about her problems, which by the means of at least telling people, she might be able to work through some of them. However due to her very limited social life and the fear of telling coworkers this doesn’t happen.
   3. *Pay particular attention to potential conflicts between what a customer might say and what she may truly think or feel*
      1. She is quite a different person on the inside than what she is on the outside.
5. **What is the customer’s pain?**
   1. *What are her biggest frustrations?*
      1. Her biggest frustration is the lack of follow with customers. While the economy is slow(er) than it has been, she still needs to meet her sales goals or she could find herself in a much worse situation in a short amount of time.
   2. *What obstacles stand between her and what she wants or needs to achieve?*
      1. What stands between what she has now and what she wants and needs is her gender. She is put at a disadvantage even more for the fact that her PR firm specializes in internet companies which statistically employ less women than most other industries. Because of this, if she were to hand out her resume the companies while initially may recognize her, may assume she is not the right candidate due to gender, even if not legal.
   3. *Which risks might she fear taking?*
      1. She fears that if she takes off days of work to apply for jobs that she may never get she will get so behind on work she could have a mental breakdown.
6. **What does the customer gain?**
   1. *What does she truly want or need to achieve?*
      1. She truly wants to be in a financially secure position, without the fear of being one or two paychecks away from not being able to pay the bills. She needs to build a few more years worth of experience before she can really move any farther up in the company she works for now or to venture out to other PR firms.
   2. *How does she measure success?*
      1. She measures success on the appreciation she gets from her coworkers and her boss, the owner of the company.
   3. *Think of some strategies she might use to achieve her goals*
      1. She could go ahead and ask for reviews from her coworkers and have them kept anonymous. She could request to have more frequent performance reviews with her superior to be able to see lapses in performance before they become a much bigger issue.