Designed for: Client (major travel company)

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1 WHO are we empathizing with?

18 and have enough money to purchase a travel package.

New customer looking to purchase a product from the travel company
This person could be of any age and status, however they must be over

Who is the person we want to understand?

What is the situation they are in?

What is their role in the situation?

2 What do they need to DO?

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?

How will we know they were successful?

- This person needs to call the travel company and gather details regarding the travel product. They will need to evaluate how convenient and accompdating the travel company

is so that they can make an informed purchase decision, and decide

whether to come back to the company.

- A new customer might hear a lot of opinions from different people around the travel company, including from their family and friends, as well as previous customers
- The opinions about the travel company could be

- The opinions about the travel company could be positive or negative experiences or rumours

- Opinions about travelling, travelling to certain places, travelling during certain times/seasons

When a customer calls the company they will hear

product details being said by an RM. They may hear jokes

or comments which make the RM relatable. They will hear

price figures and date/timelines in regards to their holiday

- News about certain travel destinations such as warnings in place or restrictions to certain places (this advice may come from an authoritative body such as the Government)

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

- Travel-related media

package.

PAINS

What are their fears, frustrations, and anxieties?

 A new customer may be tired of shopping around for the right travel product
 Frustrated with long wait

times when trying to ask

about a certain product
- Dislikes sales reps that
are pushy, rude, or not
interested in the customer's

feelings and concerns
- Anxious about travelling and wants to find the right package that will let them do all the things they want to while on holiday

GAINS

GOAL

What do they THINK and FEEL?

What are their wants, needs, hopes and dreams?

- A new customer wants to be devoted to a travel company so they can go to one source when booking a holiday.

- Helpful, kind, and friendly sales reps who they can speak to again and again

- Peace of mind when booking a holiday

- Having a good time whilst on holiday and having all their needs met by the travel package they have booked

lot of travel-related media, reviews, and other's opinions, and this may influence their decision.

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?

We can imagine a new customer asking a lot of questions regarding the travel company and its products. They may say jokes or comments that give an indication of their personality. A new customer could make complaints.

A customer may also talk to external parties- their family or friends or coworkers about the

What do they SAY?

What have we heard them say?
What can we imagine them saying?

"Hello, [RM name], I'm looking to purchase a travel package that I saw online..."

"Will this package let me explore the area on my own?"

"Is there a discount on this product?"

A new customer will see a lot of the travel company's

competitors. They also see the promotional material

for the travel company. They could also consume a

"Let me try [major travel company], they may have a better price than [competitor]."

travel company or holiday plans

"I really like this product, lets see how expensive it is"

What other thoughts and feelings might motivate their behavior?

- Depending on the customer's relationship and financial status they may seek different factors in a holiday package. i.e. newly-weds want to go somewhere romantic, young parents need a kid-friendly destination. Students may need somewhere with cheap

accomodation.

- Talking to their friends about the company

- Planning a holiday

- Looking at the products that competitor companies have to offer

- Reading reviews



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing? A new customer will find the travel company through some promotional material, or be cold-called by a Relationship Manager

- Talking on the phone with an RM

- Listening to an RM talk about a product

- Conduct research about the company

- Browsing travel packages

Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/