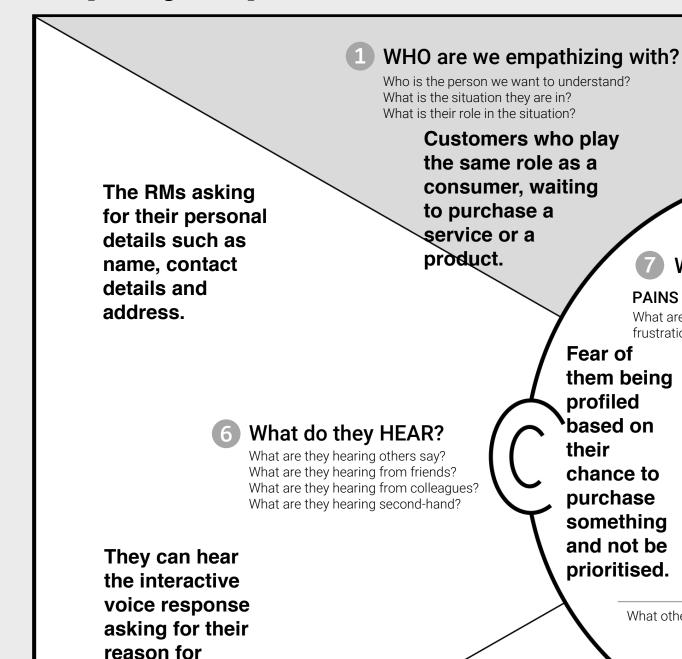
Empathy Map Canvas

Designed for: Designed by:

Date:

Version:



GOAL

What do they THINK and FEEL?

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?

> Customers are required to provide all of their personal details and ensure that they are correct.

Decide if they are comfortable with providing their details.

> The mobile phone that they are using to have the conversation.

PAINS

What are their fears, frustrations, and anxieties?

Fear of Fear that them being their profiled information based on may be leaked when chance to retrieved purchase from the something database. and not be

GAINS

What are their wants, needs, hopes and dreams?

Hope to have their issue resolved after calling the center.

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?

What can we imagine them saying?

Reasons for why they are calling the centre.

Waiting for someone to answer the phone on the other end is too time consuming.

What other thoughts and feelings might motivate their behavior?

The thought of being put on hold for various lengths of time may anger them.

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing? Waiting patiently for someone to pick up the phone on the other end once being placed on hold.

Customers call

hopes that they

can be assisted.

the centre in

calling.