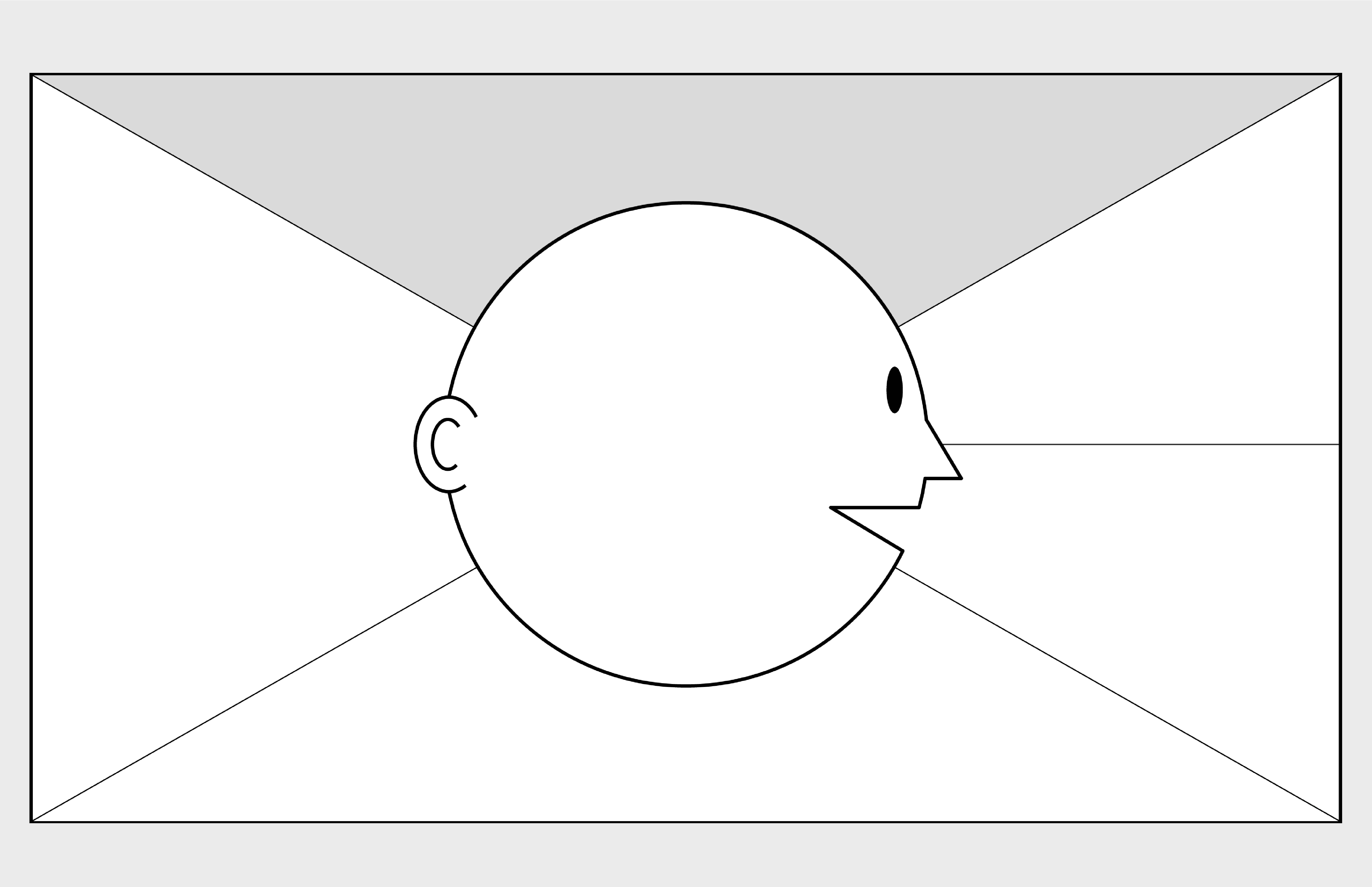
It may help them further progress their career as they become subject matter experts leading to more convincing sales. It may boost their confidence in pitching a sale as they are better informed about the region and its travel packages. They want it not to affect their employability and career. It can potentially boost their sales rate and commission.



**Empathy Map Canvas**

*Designed for:*

*Designed by:*

*Date:*

*Version:*

**WHO**

**are we empathizing with?**

**What do they need to DO?**

**GOAL**

**What do they**

**SEE**

**?**

**What do they**

**SAY**

**?**

**What do they**

**DO**

**?**

**What do they**

**HEAR**

**?**

**What do they**

**THINK**

**and**

**FEEL**

**?**

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 have we heard them say?

What can we imagine them saying?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second

-

hand?

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

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map/

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**PAINS**

**GAINS**

What other thoughts and feelings might motivate their behavior?

They may fear that they are allocated a region or travel package that is not as popular with customers, leading to reduced sales and thus commission. RMs may not particular like the region or package that they have been tasked to sell making it more difficult. They may think that it reduces their job opportunities and career progression.

*Relationship managers (RMs) are telephone salespeople for a travel company. The company wishes to develop an information system to optimise business operations, resulting in a change to the operation of their job.*

*RMs will need to become specialised in particular travel packages or regions, they will need to decide on the specifics. It will change how they do their job. The successfulness of the change will be determined from customer satisfaction, change in sales rate and employee satisfaction.*

1.1

04/05/2020

Jennifer Luu

RMs