

## **Empathy and Experience Maps**

Other demographics: Addicted to his cellphones, does not watch much TV, he prefers Netflix, he hates bureaucracy and he is always working at high speeds. He is single, he loves his job.

### **Key question:**

Our customers need a better way to order their food or their coffee from our app because they prefer it from phone calls or take away. Moreover, they might get advantage of an offer we might have for them.

### **Empathy Map:**

#### ***Thinking***

He is hungry or needs caffeine to function

Doesn't want to wait to lines

#### ***Seeing***

Likes to use phone

Possible offers through the app

#### ***Doing***

Drinks coffee everyday

Heavy smartphone user

#### ***Feeling***

Impatient

Wants convenience

### **Experience map**

**How does the prospect find you? What is the first point of contact? Does she initiate it, or do you?**

Through street and TV ads

**What does the sales process look like today? Anything you know should be fixed.**

It is an online process with which the client discover the app and its features. Could have product available to encourage people to buy more.

**What kind of web-findable content (blog, YouTube channel, podcast etc.) are available to the prospect so she can begin to educate herself about your product or service? What questions are answered?**

**How will that content be crafted to be both interesting and useful/relevant to the prospect's problems?**

YouTube channel mainly and some blogs. What are the payments methods? The content will be categorized in order she can find everything she wants easily.

**What motivates the prospects to the raise her hand for permission-based content, like an opt-in email list? What makes talking that action irresistible for her?**

Several offers we provide to new and old users and our points system (reward).

**What does the prospect need to know in order to make an informed decision to buy?**

Well organized catalogue and great variety of products.

**What does she need to believe and experience in order to be delighted to become a client or customer?**

Our reward system and the after sales service we provide.

**What does she need to believe and experience look like? What are the process be made simpler and more enjoyable?**

-Entering the app -> making the order they desire -> pay through PayPal ->delivery their goods

In case he wants to pay with his credit card, we save his card's information in order to avoid this process next time.

**What happened immediately after the purchase is made?**

Sending them informing email about their order.

**How is the product or service delivered today? How could you make that experience more satisfying for this avatar?**

By sending them, a small gift for her trust to our service.

**What is the plan for staying in touch with this new customer? For ensuring that he is having an excellent experience with your product or service?**

With emails that will inform the customers about offers and new goods we provide.

**How does a delighted customer find out how to refer you to others? What are the steps of that experience?**

Order-> satisfaction -> happiness -> referral to others.

## **High five content**

**1. Educate:** what do they need to learn in order to keep going? What do you need to teach them to begin or continue to do business with you/your client?

- They should be aware of the benefits and distinctive points that my company's products can offer, so that they will continue to do business with my company instead of my competitors on the market.
- How simple and quick is all the procedure. In addition, in just a few minutes they can have their favorite coffee or food at their door.

**2. Motivate:** sometimes the issue is not whether they will buy from you or continue to buy from you, it is whether they will buy at all. What encouragement do they need?

- We need to persuade them that their time is valuable to spend it to things so simple or unimportant such as take away or dine in.

**3. Challenge:** In certain situations, your prospects and customers/clients need to be challenged to "up their game" in order to buy from you or entertain and upsell offer. What kind of content will inspire them to achieve more, even more than they think they can?

Several offers and broadening our products variety.

## **Takeaways from this journey**

This has been an eye-opening experience that allowed me to rethink our promotion and marketing strategies, such that we can now better tailor our product descriptions and content to fit the audiences that we are targeting.