

Empathy Map

User Roles and Insights

- **1. Alice – Project Manager**

- **What She Thinks & Feels:**

- Alice seeks a clear, streamlined workflow to track task progress and maintain accountability. She often feels frustrated when team members fail to update task statuses promptly and wants a system that automates progress tracking and approvals.

- **What She Says & Does:**

- Alice assigns and prioritizes tasks, monitors progress, and communicates updates to stakeholders. She ensures that every task reaches closure only after her validation.

- **2. Bob – Team Member**

- **What He Thinks & Feels:**

- Bob values clarity in task assignments, timelines, and responsibilities. He feels more confident and productive when task updates are automated and visible to Alice, reducing the need for manual check-ins.

- **What He Says & Does:**

- Bob regularly updates his task status upon completion and collaborates with Alice through structured workflows, providing feedback when necessary.

- **Pain Points:**

- Absence of automated task tracking
- Unclear task ownership and responsibilities
- Challenges in managing role-based permissions

- **Gains (Expected Outcomes):**

- Clear **role-based visibility** for both Alice and Bob
- **Automated status updates** and approval workflows
- **Centralized task tracking** to enhance transparency and accountability across the project lifecycle