Assignment 1: Empathy Mapping for Uber Customers

Empathy mapping is a technique used to better understand a group of people by exploring their emotions, behaviors, and attitudes towards a particular product or service. In this assignment, you will create an empathy map for the customers of the Uber app.

Instructions:

1. Start by identifying a specific group of customers who use the Uber app. This could be based on demographics, behavior, or any other relevant criteria.
2. Next, create a blank empathy map template. The template should include four quadrants: **"Says," "Thinks," "Does," and "Feels."**
3. Using your knowledge of the group of customers you selected, brainstorm ideas for what they might say, think, do, and feel when using the Uber app. Here are some questions to help guide your thinking:

* What do customers say to their friends and family about the Uber app?
* What do customers think when they are waiting for an Uber ride?
* What actions do customers take when using the Uber app?
* What emotions do customers experience when using the Uber app?

1. Once you have completed the empathy map, analyze your findings. What insights can you gain about the group of customers you selected? What opportunities for improvement or innovation can you identify for the Uber app based on these insights?
2. Finally, summarize your findings and insights in a brief report. Your report should include the following sections:

* Introduction: Briefly describe the purpose and scope of your empathy mapping exercise.
* Methodology: Describe the group of customers you selected, your process for creating the empathy map, and any assumptions or limitations you encountered.
* Findings: Summarize the insights and opportunities for improvement or innovation that you identified through the empathy mapping exercise.
* Conclusion: Reflect on the overall value of empathy mapping for understanding customers and improving products or services.

Deliverables:

* Empathy map template
* Report summarizing your findings and insights

Solution

Empathy mapping is a technique used to better understand a customer's needs, wants, behaviors, and feelings. In this assignment, we will use empathy mapping to identify the needs, wants, behaviors, and feelings of customers who use the Uber app.

Instructions:

1. Download or create an empathy map template. There are several templates available online, or you can create your own.
2. In the center of the template, write "Uber App Customers."
3. Divide the template into four sections: Says, Thinks, Feels, and Does.
4. For each section, brainstorm and fill in the details of what the Uber app customer may say, think, feel, or do.

Here is an example of what each section could include:

Says:

* "I need to get to my destination quickly."
* "I want to know the estimated time of arrival."
* "I need a ride to the airport."
* "Can you drop me off at the front door?"

Thinks:

* "I hope my driver is polite."
* "I wonder if the fare will be affordable."
* "I need to get there on time."
* "I wonder if the driver knows the best route to take."

Feels:

* Anxious about getting to their destination on time
* Frustrated when the driver takes a wrong turn
* Happy when the driver is friendly and helpful
* Relieved when they arrive at their destination

Does:

* Checks the app for updates on their ride
* Rates the driver after the ride
* Asks the driver to take a certain route
* Tells the driver where to drop them off

1. Once you have filled in each section, analyze the empathy map to gain a better understanding of the customer's needs, wants, behaviors, and feelings. Use this information to improve the user experience of the Uber app.