

Ideation Phase

Empathize & Discover

Date	24-06-2025
Team ID	LTVIP2025TMID31109
Project Name	Field Service WorkOrder Optimization

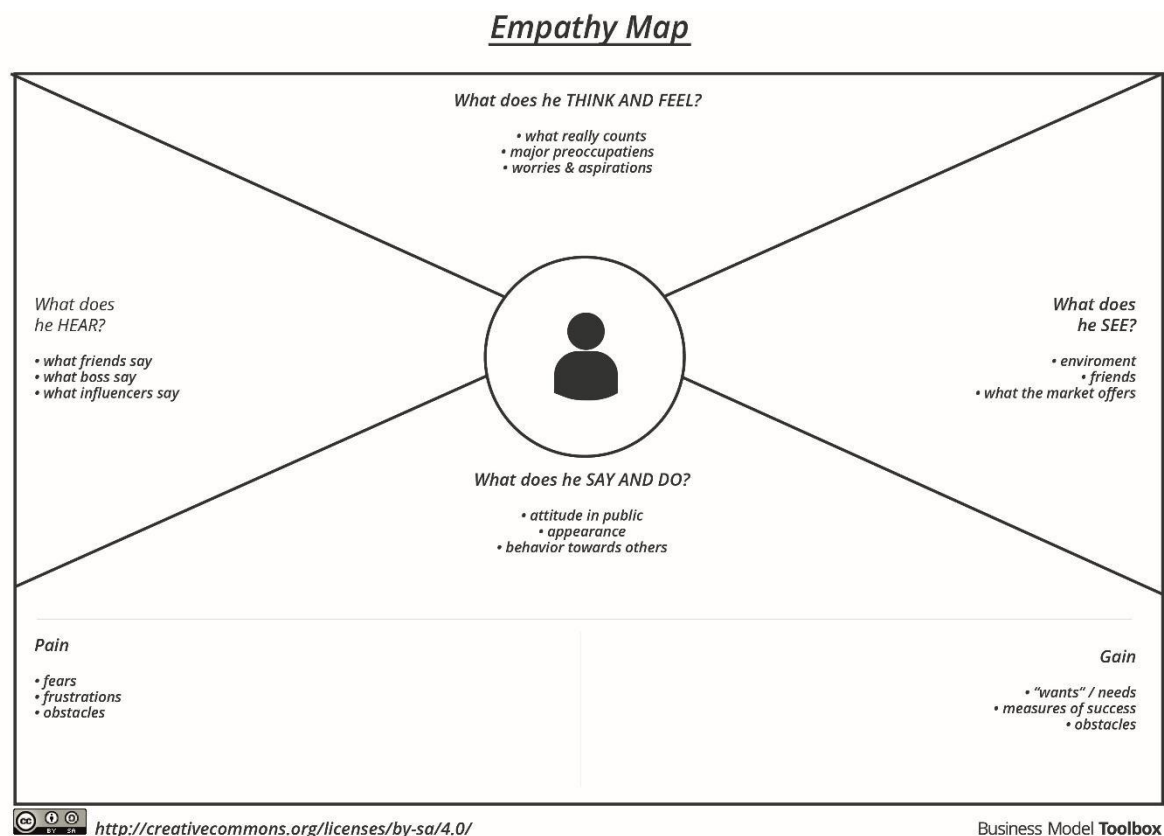
Empathy Map :

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

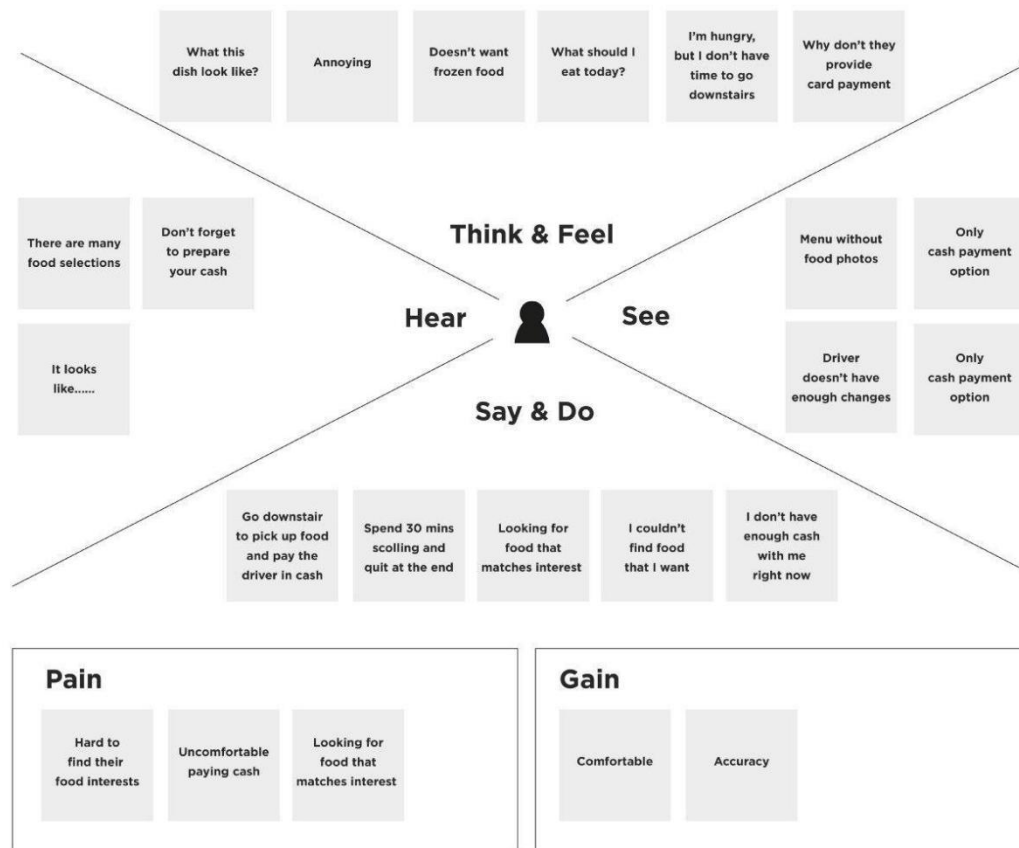
It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Example: Food Ordering & Delivery Application



Empathy Map – Field Service WorkOrder Optimization

👤 User Persona: Field Technician

🗣️ SAYS

- "I didn't know I was assigned until someone called me."
- "Why can't I get an email or SMS directly?"
- "Sometimes I get work that doesn't match my skills."
- "I waste time figuring out where to go."

💭 THINKS

- "There must be a better way to get job details on time."
- "I hope I'm not sent to another far location again."
- "Do they even know I specialize in networking, not hardware?"
- "I wish I had a proper schedule or system that works automatically."

👁️ SEES

- Delayed assignments through word of mouth or messages.
- No proper dashboard or app interface for daily work.
- Managers manually updating task lists.
- Confusion and rework due to wrong technician-job matching.

❓ DOES

- Calls or waits for updates on job assignment.
- Visits office/admin to collect task details.
- Works on-site with limited background info.
- Occasionally rejects assignments not relevant to skills.

❓ PAIN POINTS

- No timely notification of assignments.
- Gets tasks unrelated to skills or in far-off locations.
- Lacks visibility on job priority or deadlines.
- No digital tool for task management or updates.

❓ GAINS / NEEDS

- Real-time email or system notifications when assigned.
- System that matches skills + location before assigning.
- Dashboard to track assignments and status.
- Clarity on job expectations and deadlines.