EMPATHY MAP- Snack Squad

An app that helps customers to order and deliver food according to their requirement when ever required. Our main Agenda
Is to deliever hot and tasty food at in time and satisfy our customers with our service

WHO are we empathizing with?

Who is the person we want to understand?
Who can be affected?
Who can be taken care of?

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) or change(s) do they need to make?
What things are need to be done to be successful?

GOAL

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from customers?

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes, and dreams?

What do they SEE?

What do they see in the app?
What do they see in their immediate environment?
What is the progress of delivery?
What are they watching and reading?

What do they SAY?

What have we heard them say?
What could be their queries?
What can we imagine them saying?

What do they DO?

What do they do before coming to us?
What things have to be observed?
What can we imagine them doing?

What other thoughts and feelings might influence their behavior?

make sure to reduce and overcome complaints from users

improving new methods to reduce time of delivery

ensuring how to deliver healthy & warm food

Delivery boys must maintain themselves neatly and should talk to them in a politely

Hotel Management should make sure that food made by them is healthier to customer and as our main agenda is safety of customers

items present

popular item

time of delivery

special offers??

Exclusive Items

Hard to match their tastes

Can't pick specific item

too much time to deliver leads to loss of interest

Damaged food item deliveries

deal with problems, complaints and solve them

acquire good feedbacks from customers about our services

Hear and Accepting concerns and complaints from customers about food services and quality. Overcoming them as soon as possible

Special offers on special occassions

healthy food at safe place

can choose one's own interest

offers

reliable

Concerns about late delivery and healthier food can influence their actions. Thoughts might rise due risks faced to unhealthier food.

consider the economic growth of app if we ensure safety and nutritious food to our customers.

can't find a suitable dish

how much time will it take?

want to know mode of payment

taste

subscription, offers and discounts

tracking the food

availability

compare with others and be better than them

check ratings and reviews