Empathy Map for the Pizza Forge

Users' goal: To improve brand awareness and increase profit

🤔 Thinking

What are the thoughts and concerns of our target audience?

Will Pizza Forge deliver quality and delicious pizzas?

How does Pizza Forge compare to competitors?

Is Pizza Forge's digital marketing effective?

Can I trust Pizza Forge's online ordering system?

Are there any discounts or promotions available?

😊 Feeling

What emotions and desires drive our target audience?

Excitement to try new pizza flavors

Satisfaction from great customer service

Desire for convenient and quick online ordering

Pride in supporting a local business

Happiness when receiving a delicious pizza

👀 Seeing

What does our target audience see in their environment?

Engaging social media posts

Positive online reviews and testimonials

Eye-catching packaging and branding

Online ads promoting Pizza Forge's unique pizza creations

Prominent presence in search engine results

🔥 Doing

What actions and behaviors does our target audience exhibit?

Following Pizza Forge's social media accounts

Ordering pizzas online or through the app

Sharing positive experiences on social media

Providing feedback and reviews

Participating in loyalty programs