

# Business Model - The Empathy Map

Designed for:

Designed by:

Date:

Iteration:

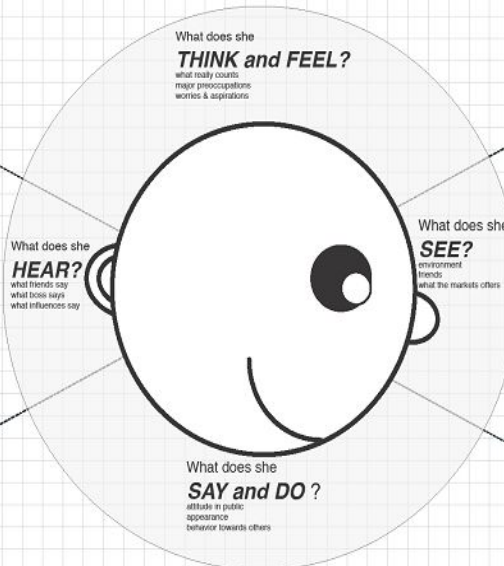
Customer Perspective:

Name of customer

feels that a lot of time is wasted on driving and staying in traffic also searching for free parking slot. A lot of time he is late due to those problems. Wants to find a solution how to use his time effectively. Wants to maximize time usage, be punctual.

that technology helps a lot of people. A lot of cool application are online for the users to use to help improve their lifestyle(for example weather control or bus timetable or order taxi without call)

traditional solution, do not like use overcrowded public transport and spend time waiting for the public transport which he thinks is a total waste of time when you can just take a car and drive but now since the car numbers are increasing another problem is created for not finding parking lots in time.Also sees problems.



says that technology has changed his life. Uses smartphone daily to help him improve his lifestyle. Has a decent understanding of what is required to do to improve usage of his time and to lose less on non-important things.

## PAIN

fears, frustrations, obstacles

feels like his life can include more things and less time to be wasted on not necessary stuff.

## GAIN

"wants"/needs, measures of success, obstacles

feels total control of his time and activities during the day. More happy since he can do everything he wishes during the day due to improvment of time management.