**Empathy Map Canvas**

*CUSTOMER EMPHATY MAP*

*Designed by:Sean*

*Date:*

*Version:*

**WHO**

**are we empathizing with? Customer**

**What do they need to DO**

**?**

What do they need to do differently? Actually purchasing deals to gain a higher score

What job(s) do they want or need to get done? Getting travel deals

What decision(s) do they need to make? Which deal to purchase.

How will we know they were successful? Customer successfully booked a journey with satisfaction.

Who is the person we want to understand? Customer

What is the situation they are in? customer with a particular postcode may have lower score thus customers may leave the call since they are more likely to be served later.

What is their role in the situation? ask or purchase deals for travel.

**GOAL**

**What do they**

**SEE**

**?**

**What do they**

**SAY**

**?**

**What do they**

**DO**

**?**

**What do they**

**HEAR**

**?**

**What do they**

**THINK**

**and**

**FEEL**

**?**

What do they see in the marketplace? Many promotions and irrelevant deals.

What do they see in their immediate environment? Best deals available while considering the location and price

What do they see others saying and doing? Reviews of travel locations

What are they watching and reading? The deals handed out by Rms

What have we heard them say? I want the best quality deals for a reasonable price

What can we imagine them saying? Where is the best place to travel currently.

What do they do today? Call the travel company

What behavior have we observed? Customer wants the best deals

What can we imagine them doing? Calling the travel company to get more information on deals

What are they hearing others say? Good or bad reviews of deals

What are they hearing from friends? Opinions, compliments, complaints

What are they hearing from colleagues? advices

What are they hearing second-hand? Quality of their experiences from travels

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**PAINS**

**GAINS**

What are their fears,

frustrations, and anxieties?Customers are frustrated when they have a lower score which means that they get served after other customers. Customers fear that the deals given to them are not the best.

What are their wants,

needs, hopes and dreams?

Customers hope to have convenience of getting travel deals without delay, the wait time during busy hours are not long and

What other thoughts and feelings might motivate their behavior? Friendly RMs and cheaper deals.