

# Empathy Map Canvas

Designed for:

Designed by:

Date: 27/01/2020

Version:

## 1 WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

- Fleet managers
- Drivers
- Company directors
- Recovery operators

- My recovery company promises to be with me within an hour
- My rescue company already has an app
- My car has a system already built in
- I'm unhappy with the my provider. It took them over 2 hours to get to me.
- I think its expensive for a service you might never use
- I think its good value for money, its only £xx a month.

## GOAL

## 2 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) do they need to make?  
How will we know they were successful?

- They need to answer the phones quicker
- They need to get my info correct the first time
- They need to help to get me to my destination better
- They need to have all my info instead of me having to give it to them.

- There are tons of breakdown providers and accident management companies
- Looking at fleet magazine
- Looking for software as a service platforms

## 7 What do they THINK and FEEL?

### PAINS

What are their fears, frustrations, and anxieties?

- Cost
- Service
- Is it going to work (phone signal)
- Can I get through to the call centre
- How do I know how long it will take

### GAINS

What are their wants, needs, hopes and dreams?

- Good service (not having to wait)
- Something that is easy to use
- Something that doesn't cost a lot
- Details already inputted and passed over
- Something that works

What other thoughts and feelings might motivate their behavior?

## 3 What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

- This is rubbish service
- Why are they not answering the phone
- What's taking so long
- I'm going to miss my meeting

## 6 What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

## 4 What do they SAY?

What have we heard them say?  
What can we imagine them saying?

- How much is this service costing us
- Is there a better service out there
- I'm not paying that bill

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

- Call the AA/RAC/Greenflag etc.
- Get accident and breakdown management through their employer.
- Ring through to the call centre & sit on hold for ages.
- Don't bother with breakdown cover and just deal with local garages if and when something happens.