



UNDERCOVER BOSS

**Module 3 - Empathy maps: From
the boss's perspective and the
employee's perspective**

Module 3: User Empathy

User Empathy Maps

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ICM 512: Principles of User Experience Design

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Learning Module 3

Nadia's empathy map

Think and Feel

What really matters to them?

While Nadia was unprepared at first for the jobs that she was asked to do, getting the employee's perspectives, work ethic, and methods was important to her. She wanted to get an inside scoop as to how the business was ran and how professional and knowledgeable her staff is.

What occupies their thinking?

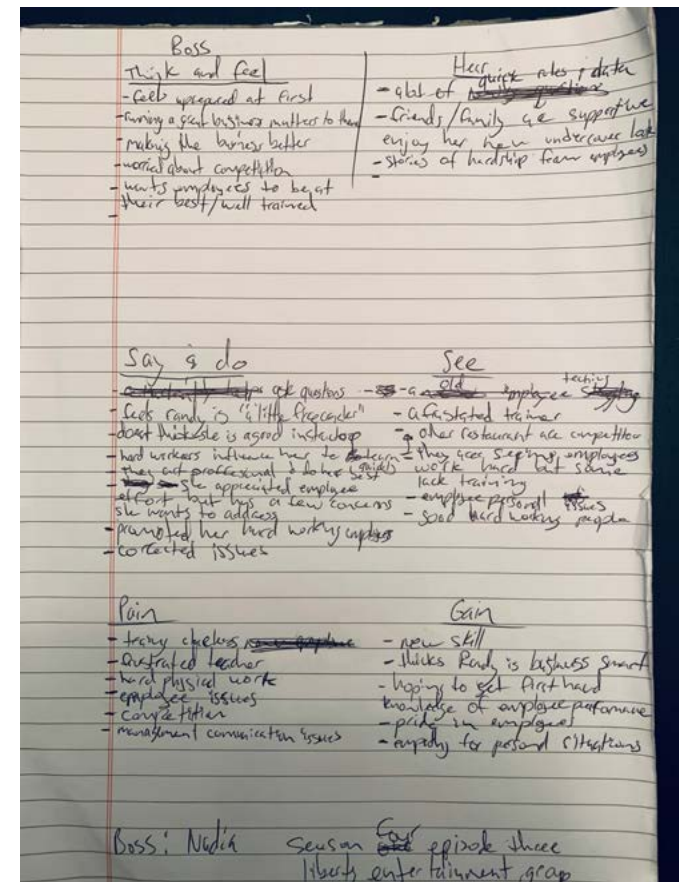
Employee professionalism is something that she constantly thinks about, as well as performance compared to competition. She also thinks about ways to speak more directly to managers and employees to avoid break downs in communication.

What worries and aspirations do they have?

She worries about the competitive nature of her business and her business's performance compared to other establishments. She is worried about communications break downs from management to employees. She aspires to run the best business in her industry.

Notes

- Feels unprepared at first
- Running a great business is important to her
- Making the business better
- Worried about competition
- Wants employees at their best and well trained



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Hear

What are friends/family, and other influencers saying that impact their thinking?

Her friends/family/support group are supportive and enjoy her undercover program. While part of the work force, she hears stories of hardship from employees while seeing their professionalism firsthand regardless of their trials and pains.

Notes

- Stories of hardship from employees



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Say and do

What is their attitude towards others?

Nadia is very professional as a boss, but also is a very empathetic individual who took the time to relate on a personal level with her employees.

What do they do in public?

Nadia worked hard in public, she tried to match the speed of her employees but was not always successful.

How has their behavior changed over time?

She became more empathetic. Nadia saw first-hand how hard her employees work. She related to them on a personal level and rewarded their efforts to do their best for the company.

Notes

- Hard workers influenced her to learn
- She appreciated employee effort but has a few concerns
- Promoted her hard-working employees at the end of the undercover week
- She corrected issues

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See

What things in their environment influenced them?

Seeing her employees work hard, Nadia was able to follow their lead as well as empathize with them on a personal level.

What competitors are they seeing?

She is seeing similar businesses do well and wants to remain ahead of the curve when it comes to her company's competition.

What are they seeing others do?

She is seeing first-hand her employees hard work and effort. This has been a mostly positive experience and she appreciates the dedication of her staff. She feels proud of her teams and considers the experience a great learning opportunity.

Notes

- Other restaurants and competition
- They are seeing employees work hard but some lack training.
- Employee personal issues
- Good hard-working people

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Pain

What fears, frustrations or obstacles are they facing?

Nadia feels that there needs to be a better line of communication from corporate to employees. She feels management needs to do a better job training and communicating with employees. Personal employee issues trouble her and she wants to see them happy as well as working hard.

Notes

- More training
- Understands that this is hard physical work
- Employee issues
- Competition
- Management communication issues

Gain

What are they hoping to get?

She was hoping to get first-hand knowledge and experience of employee performance as well as to empathize with her employees on a personal level. She never avoided or shied away from getting to know her employees.

What does success look like to them?

Running a successful thriving business with happy hard-working employees would be what success looks like to Nadia and being that she is not only a strong leader, but an empathetic boss as well, the future for her company looks bright!

Notes

- New skills
- Hoping to get first hand knowledge and experience of employee performance
- Pride in employees
- Empathy for personal situations

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Employees empathy map

Think and Feel

What really matters to them?

Employees care about their work. They do their best to create great customer experiences, some are highly dedicated and meticulous about their craft. Overall the entire staff that participated did a great job.

What occupies their thinking?

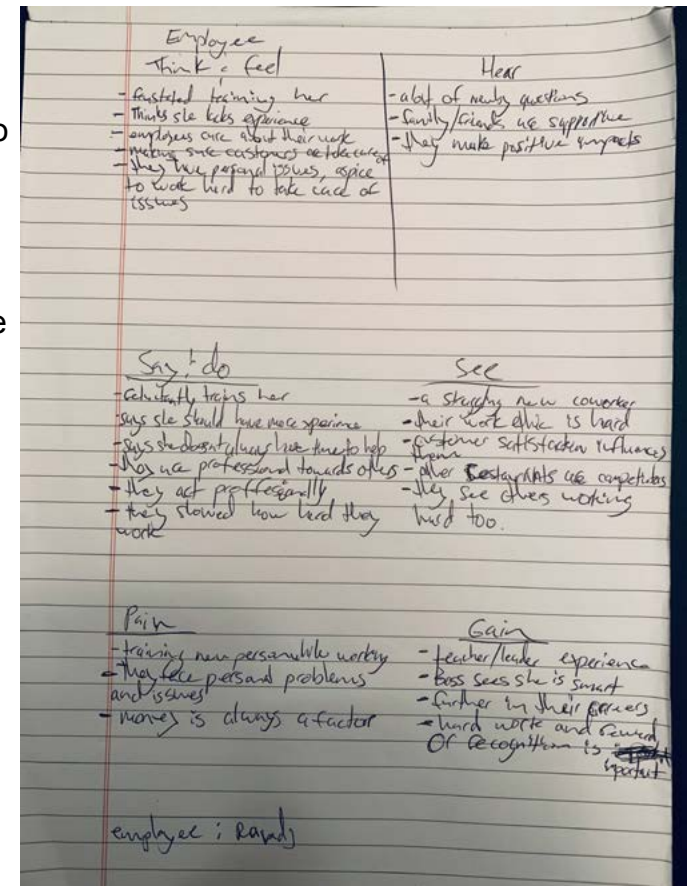
Apart from creating a great customer experience and working hard to achieve that, personal issues occupy their thinking as well. We are all human after all and face hardships, this was no different for them. Despite their trials and hardships they came to work and acted professionally and to the best of their ability.

What worries and aspirations do they have?

They worry about their personal issues but they aspire to work hard, move up the latter, and do the best job possible when working. They are overall very professional and have great work ethic.

Notes

- Employees care about their work
- Making sure customers are taken care of
- They have personal issues, aspire to work hard and take care of those issues as well



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Hear

What are friends/family, and other influencers saying that impact their thinking?

Their families are supportive. While working with Nadia, their undercover boss, they were firm when they needed to be and showed great effort in their work.

Notes

- They make positive impacts
- Family and friends are supportive



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Say and do

What is their attitude towards others?

They have a great professional attitude towards others. They wanted Nadia to do her best as a new employee in training.

What do they do in public?

They showed great work ethic and professionalism. They were all kind individuals as well as great employees.

How has their behavior changed over time?

They were all rewarded for their hard work by Nadia at the end of the show. They continued to do great work and reap the rewards of that work.

Notes

- They are professional towards others
- They showed their great work ethic

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See

What things in their environment influenced them?

They made sure the customers were well taken care of and they wanted to be and act professional.

What competitors are they seeing?

Other restaurants are the main competition.

What are they seeing others do?

They see others working hard alongside them and do their best to work as a team.

Notes

- Other restaurants and competition
- They are seeing employees work hard and match that energy

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Pain

What fears, frustrations or obstacles are they facing?

Employees face personal and economic problems. They do their best to keep those issues out of the workplace, but sometimes it can be overwhelming. Training in certain roles also is a business challenge as well as communication with management.

Notes

- More training
- Employee issues
- Competition
- Management communication issues

Gain

What are they hoping to get?

Employees are working hard as the face of the company. They are hoping to advance their careers as well as do the best job they can.

What does success look like to them?

Being recognized for their hard work. Economic success and moving up in the company are also signs of success to them as well as fixing their personal issues outside of work.

Notes

- Pride in their work
- Economic success
- Professional success
- Personal success