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Empathy Maps



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Undercover Boss

✓ Yankee Candle

Yankee Candle started in 1969 when a 16-year-old boy created a Christmas present for his mother. Years later, the company has 550 stores and has made &730 million dollars.

✓ The Show

Undercover Boss is a CBS television show where CEOs or Chairs-people go undercover and gather insights about different positions within their company. I took a look at Season 3 Episode 8 where the CEO of Yankee Candle looked at four different locations and talked to employees to get an inside look at what is happening at all levels of the corporation.

✓ Empathy Maps

An empathy map is a tool to gain deeper insight about a user. In this case I have broken my empathy map into a total of six parts; think/feel, see, hear, say/do, pains, and gains.



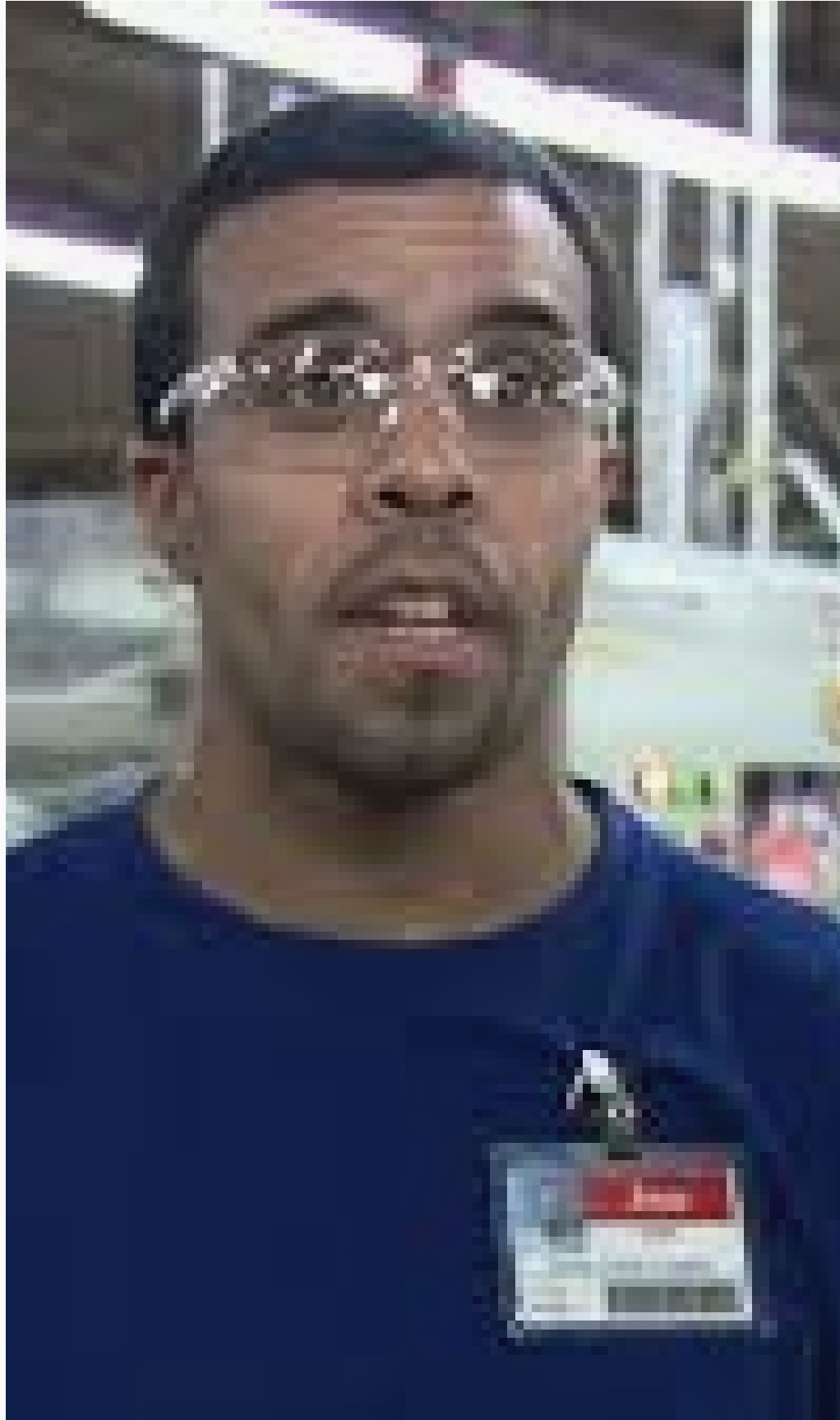
Harlan

◆ The CEO

Harlan Kent has been the CEO of Yankee Candle Co. for two years and considers himself to be a perfectionist and is driven to make Yankee Candle a billion dollar company.

◆ Undercover

Harlan is determined to figure out how he can improve his company. He also wants to make sure all company values are followed to the highest degree.



Jose

◆ Factory Employee

Jose works in the only manufacturing plant located in Massachusetts. He values quality control very highly. He puts himself in the perspective of the customer to make sure they get the best candles possible.

◆ Gym Owner

When he isn't working he spends most of his time at his gym. Through fundraising with his friends, they were able to put the money together to purchase the space, mats, bags, and more.

Harlan: Empathy Map

Think/ Feel

- Wants to create emotion with his candles
- No job is too small
- Feels empathy for most of his employees

Say/ Do

- Perfect on the customer service floor
- Backed up the production line
- Vacuumed and cleaned the store
- Put together a display

Pains

- Some of his employees don't share the same company values
- Some locations lack proper maintenance

See

- Blaze does not follow proper customer service guidelines
- Jose is a hardworking employee that deserves a promotion
- Megan shares a similar passion for the store she runs.

Hear

- Listens to some of his employees' struggles
- Listens to their concerns
- One of his employees treats it like a "paycheck"

Gains

- Not as nervous about running the company
- Recognizes his privilege
- Learned more about the inner workings of the company

Jose: Empathy Map

Think/ Feel

- Frustrated about the lack of movement within the company
- He is not going to "kiss-up" to get a promotion
- At the end of the experience, he feels grateful and appreciated

Say/ Do

- Gives "Dan" perfect directions
- "Quality control" is very important
- Talks about politics within the company

Pains

- Family struggles
- Fundraising for gym
- Wants to move up in the company

See

- See other people get promotions
- "Dan" is struggling on the line

Hear

- "Dan's" questions
- "Dan's" empathy
- Great news - promotion and donation

Gains

- Promotion
- Lead is own team at the factory
- \$5,000 personal money
- \$10,000 donation to gym

User Experience Summery

✓ Harlan

- Wants to create a billion dollar company
- Reflect on family relationships
- Cares deeply about the products his company produces

✓ Jose

- Wants to move up in the company
- Talks about hardships with his family
- Focuses on quality control

Conclusion

Undercover at Yankee Candle

At the end of the show, as a CEO Harlan is pleased that his company was not in complete disarray. I also found that Harlan is set on pushing Yankee Candle to become a billion-dollar company. He wanted to make sure that customer service and product quality control are the best they can be and to see what can be improved. He made note of stores that needed renovations to make sure the company is presentable at all times. The whole process taught him that he is deeply appreciative of his family relationships and the opportunity and privilege he has because he is CEO.

I saw that Jose is very hardworking and driven to move up in the company. He is ready to take on more responsibility and lead his own team. Jose has also struggled in his life but is making the best of his situation and puts a lot of time and energy into his passion for boxing.

Overall, sometimes I would get caught in the excitement of the show and forget to write my notes. I felt attachment to most of these people, especially because I work in retail, I felt empathy for their stories because it is truly hard to live a full life with a retail salary. After I finished this episode watched two more and plan to watch more in the future to see hardworking people get rewarded for their dedication and persistence.