



EMPATHY MAP

by Ashley Liporace

United Country Real Estate - Undercover Boss

In season seven episode 10, of Undercover Boss, viewers follow Dan Duffy, CEO of United Real Estate Group, one of the largest real estate companies in the United States. United Real Estate Group spans across multiple categories of real estate; residential/urban, land appraising, country, and auction. In this particular episode, Dan Duffy goes undercover as Simon visits four different job sites.

1. An agent walks through in Texas
2. On-site with a land appraisal specialist in Gainesville, Florida
3. An auction house in Houston, Texas
4. Home staging in Austin, Texas



The Boss - Dan Duffy

In 2006, Dan Duffy acquired United Real Estate Group and continued to group the company to have over 500 franchise locations around the world and more than 3,000 real estate agents. Dan Duffy is not a licensed Real estate agent, nor does he want to become one. He wants his real estate agents and employees to focus on what they do best, allowing him to focus on how to make United Real Estate Group better.



Dan Duffy



Simon

Empathy Map - Dan Duffy



THINK and FEEL

- Dan is proud that he has helped bringing his company success in the real estate industry
- Family (wife and 5 sons) is extremely important
- He feels that he put a lot of time and money into programs that should help make the lives of his agents and employees easier

SEE

- Dan sees the hard work his employees put into their job
- He sees the potential that some employees have in creating useful methods to help complete their job
- Dan notices how the drone operator does not have time for a personal life because of his busy work schedule

HEAR

- Dan listens to the struggles of family life and work-life as two of his real estate agents are battling a difficult home life
- He hears the passion of how and why some of his employees became real estate agents, auctioneers, and marketing/drone, specialist

SAY and DO

- Dan is not a licensed real estate agent, nor does he want to be. He only wants to focus on being the CEO
- Dan acts silly on all four jobs and it comes off as unprofessional to those he is shadowing
- He's behavior changes as he starts to open up to a real estate agent

PAIN

- Dan is empathetic to his agent's struggles of battling cancer and caring for a disabled child
- He is afraid the programs purchased are not helping his company

GAIN

- Dan Duffy hopes to gain a better understanding of how his employees and real estate agents feel about the programs he has for them. He wants to make sure that the content and design allow each person flush in their specific field. More specifically Dan wants his question "How is it working for you?" To be answered.
- Dan looks at succeeds by seeing how well someone's time is managed. He wants everyone to be able to have an equal balance of family and work.

The Agent - Brenda

During Dan's fourth and final job as Simon, he went to Austin, Texas, to work with a licensed real estate agent, Brenda to learn how to stage a home. Dan was extremely excited as well as Brenda to be working together on the house. After completing the staging Dan and Brenda had the most noticeable empathetic moment. Brenda was wearing a pink ribbon as a necklace, which represents Breast cancer. Two years before filming she was diagnosed and opted out of chemotherapy for the holistic route of treatment. This type can only be done outside of the states and is the main reason she moved from California to Texas.



Empathy Map - Brenda



THINK and FEEL

- Brenda feels sad because she misses her son in California
- She loves mentoring agents especially when it is for staging a home

SEE

- Brenda sees the potential of being a designer in everyone
- She sees the cost of being sick and how working puts a strain on her family relationship
- She sees Dan as a fun and an empathetic person

HEAR

- Brenda hears Dan's story about his mother's death

SAY and DO

- Brenda is an upbeat woman who is always ready to start the day
- She speaks her mind, even to her clients
- Brenda is a confident and intense woman

PAIN

- Brenda's pain comes from having to stay so far away from her son
- She works extremely hard every day, both physically and mentally

GAIN

- Brenda hopes to help inspiring and established agents as well as home buyers
- Brenda wants to get better as soon as she can so she can be closer to her son

Two User Experience



DAN

- Able to spend time with his family whenever
- Feels he can help his employees more
- Wants to provide the best materials for his company



BRENDA

- Sad she has to be away from her son
- Love her job
- Helps anyone she can become a better real-estate agent