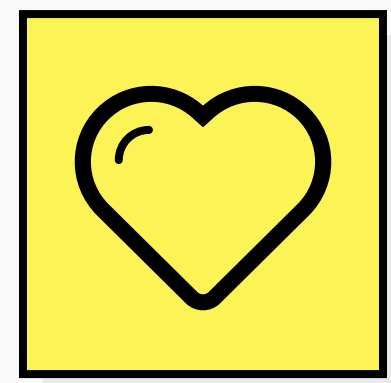


**Ideation Phase**  
**Empathize & Discover**

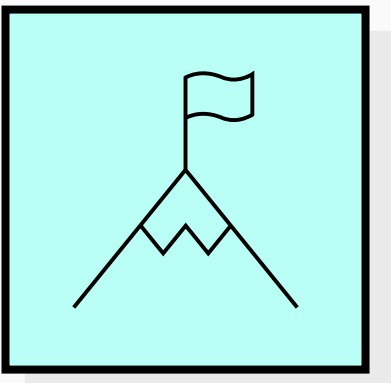
Date	19 September 2022
Team ID	PNT2022TMIDxxxxxx
Project Name	A New Hint to Transportation-Analysis of the NYC Bike Share System
Maximum Marks	4 Marks



**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?

**GOAL**



**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?



**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?

We are empathizing with the customers who are unable to purchase bike

If anyone don't have bike , they need to buy membership or pay money and they can use our citi bikes

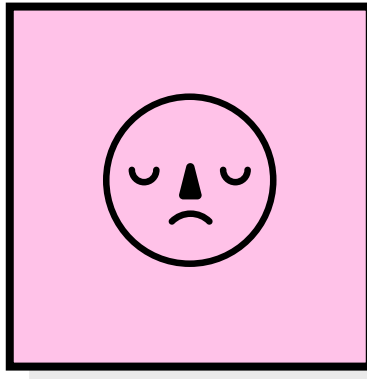
citi bikes increasing their service in our neighborhood also

It is such a cool idea and cool organisation I like their idea I also heard they have very good CEO and management

**What do they THINK and FEEL?**

**PAINS**

What are their fears, frustrations, and anxieties?



**GAINS**

What are their wants, needs, hopes, and dreams?

Bike thefts and maintenance problems

due to the covid ,people fears to use public shared things.So,cleanliness is always a concern

Reducing the air pollution, while empowering the middle class and lower middle class people

Financial growth increases with increase of customers

What other thoughts and feelings might influence their behavior?

citi bike provides damaged bikes from unknown persons

they bike quality is so bad and cost also very high

Some peoples maintains the bikes like it is their bike , while others don't give anything about it

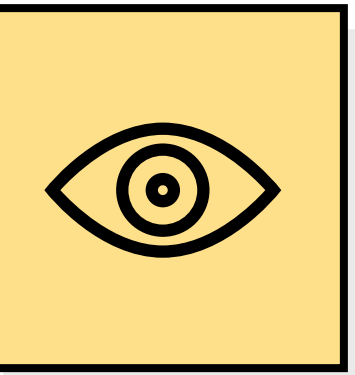
Some people felt very happy ,they riding the bike with low money

Some people plans to drive long trips

Need to return the bike in proper condition

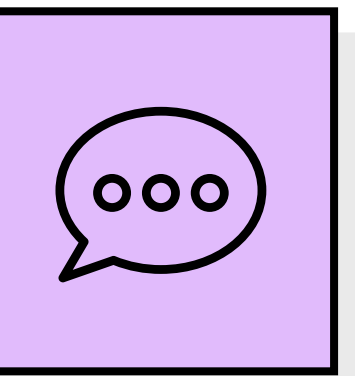
Low of cost ,very easy accessibility

Increase of citi biki stations



**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?

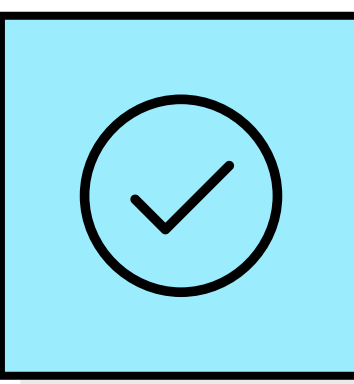


**What do they SAY?**

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

People never going to return bike , it is a stupid idea

it saves money in terms of membership



**What do they DO?**

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