



THINK AND FEEL?

Not safe

Feels threatened by car and truck traffic.

Wishes there would be more roadside assistance such as airpumps and maps.

More Resources

Traffic is bad.

Green Movement

Road are dangerous.

Cyclists need a better infrastructure.

Cyclist need better road.

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

Cycling is better for environment.

He is looking for a budget friendly transport system

He is looking for betterment in his health

SAY AND DO?

attitude in public
appearance
behavior towards others

Cycle in office hours to avoid traffic

Cycles every day.

Exercising and also biking to work without a cost

Fear of rash driving of vehicles and trucks

PAIN

fears
frustrations

No proper roads for cyclist

Traffic

No proper Maps

GAIN

"wants" / needs
measures of success
obstacles

Can reach office on time

Save Resources for the future

If roads are planned properly it will be a peaceful drive