

Empathy Map Canvas

A New Hint To Transportation-Analysis Of The NYC Bike Share System

What do they **HEAR?**

what friends say
what boss say
what influencers say

Visualization
at its best

Easy to
choose the
best bike
station

Needs a
traffic
analyzer
too

What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

I don't have
time to
analyze
dashboard

Will this
really help
me chose a
bike?

The UX
looks cool

Is this
privacy
protected?

What do they **SEE?**

environment
friends
what the market offers

Competitor
offers map
feature

Competitor
offers traffic
analyser

Competitor
offers
emergency
help

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Checks the
dashboard

Observes
the trend

Makes
small
decisions

I'm new to
dashboards

I like this

A map
feature
would do
great

PAIN

fears
frustrations
obstacles

Is this
privacy
protected?

Do I get an
insurance?

Is this data
reliable?

Is this data
not forged?

GAIN

"wants" / needs
measures of success
obstacles

Analyzed
results are
cool

I get to
know the
best station

Predict the
durability of
the bike