

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

Easy to know
the best
stations due to
visualized data.

Can see the
reviews on
different bike
stations; which is
helpful.

Traffic
analyzer if
built in would
have been
great.

What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations



UX for the
data
visualization
tool must be
good.

Visualization
is good, but
could be
better.

Competitors
provide traffic
analyzer.

Friends enjoy trips
in bike, and find
visualization helpful
in determining
station to rent bike
out from.

What do they **SEE?**

environment
friends
what the market offers

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Appreciate the
service offered
and agree with
peers on the
common opinion.

More likely to
recommend using the
bike system due to
being able to decide
trips properly with
help of viz tool.

Finds UI to be
good, and use-
able, but would
have liked it to
have been better
looking.

PAIN

fears
frustrations
obstacles

Fear of individual
data being
leaked, and
therefore fear of
being judged.

Is data used,
actually reliable
and true ?
Authenticity of
data is unknown.

How will my data
be protected ?
What are the steps
taken to ensure
data privacy?

GAIN

"wants" / needs
measures of success
obstacles

Ability to know
and understand
best stations from
visualization tool.

Analyzed results
help us know
more about best
routes to take.

Would like a traffic
analyzer that helps
user know the real
time traffic congestion
at stations to help
choose a better
station.