

Empathy Map

What does he THINK AND FEEL?

- what really counts
- major preoccupations
- worries & aspirations

like to spend less money on transportation

freight intensity on gap

essen the harmful effects on people and the environment

vehicle efficiency can be load factor

What does he HEAR?

- what friends say
- what boss say
- what influencers say

simple tracking capability

plans to use port transportation in the future

the best possible flight paradigm

What does he SEE?

- enviroment
- friends
- what the market offers

simple mode of transportation

makes money and saves time

wonderful approach to invest and grow your business

What does he SAY AND DO?

- attitude in public
- appearance
- behavior towards others

I'm experiencing delays receiving my stuff.

I am in the risk of losing my belongings.

I will notify the government about this concern.

It impacts my company.

Pain

- fears
- frustrations
- obstacles

delays and lengthy processes

market size should be less.

operating costs will rise

reduction in output

Gain

- "wants" / needs
- measures of success
- obstacles

without regard to fuel costs

a high level of safety

the potential to move large items

expanding the economy