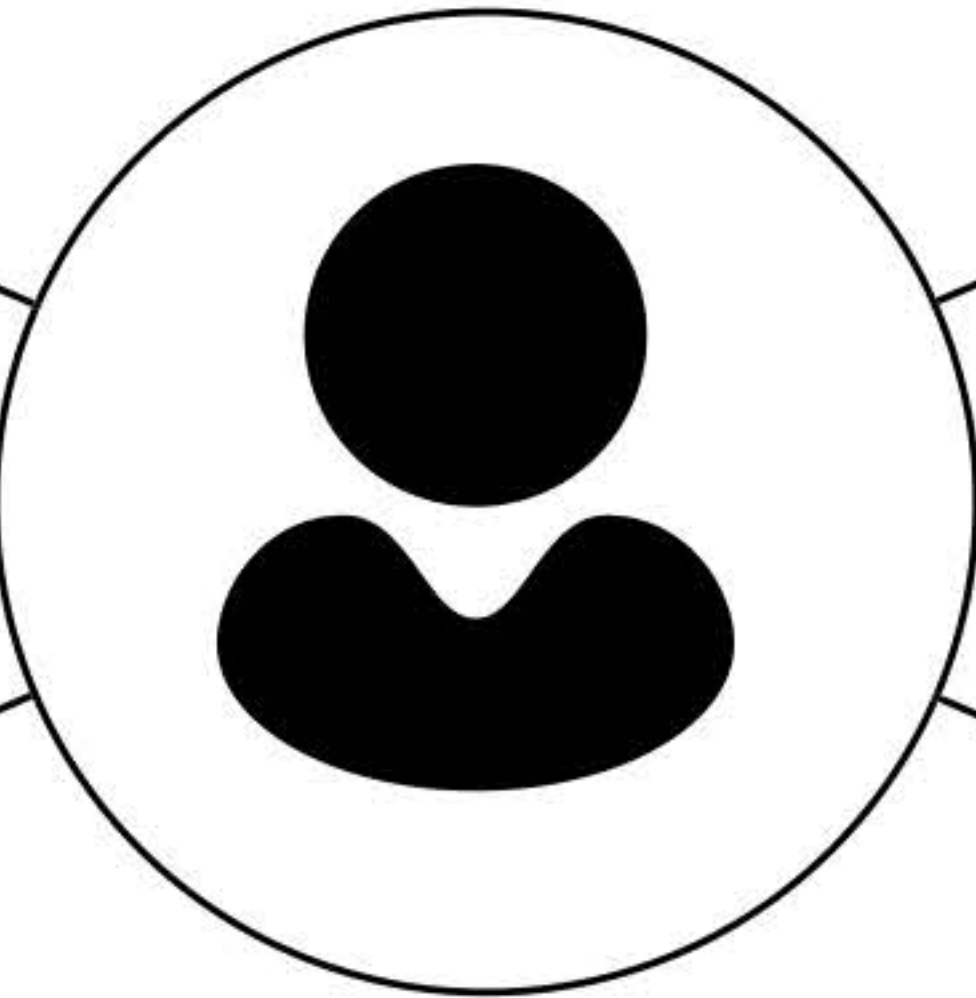


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Starting Station Name
- Ending Station Name
- Start and stop time, date

- Increasing the number of stations
- Frequent bike services
- Easy, affordable around cities
- Limiting the users per day

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- Trip duration
- Bike ID no.
- Cost of the total trip

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- User Gender
- Pressing key fob or entering code
- User type( customer or subscriber)
- Entering year of Birth

**PAIN**

fears  
frustrations  
obstacles

- Overage fees for longer rides
- Fear of flat tyres
- Damaging while using the bikes
- Unavailability of bikes during rush hours

**GAIN**

"wants" / needs  
measures of success  
obstacles

- environment friendly
- reduction of fuel usage
- cheaper than bus or subways
- More convenient to use