What are the ways to reduce fuel consumption?

What does the person
Think & feel?

What really counts Major preoccupations Worries & aspirations

What are the driving behaviours?

Fuel quality

GPS fleet management Market adopting new technologies

What does the person



What friends say What boss says What influencers say

Rapid accelaration

Speeding

Types of fuel monitoring

Show comparision between two vehicles in consumption

What does the person



Environment Friends What the market offers

Rivals using advanced solutions

Total fuel
monitoring it
offers both card
based and onsite fuel
monitoring
system

What does the person Say and do?

Attitude in public Appearance Behavior towards others GPS fuel monitoring: helps calculate the fuel consumption properly.

Pain

Fears Frustrations

Obstacles

Driving behavior:
Rapid acceleration,
speeding and driving
at inconsistent
speeds

If the weather is cold the fuel consumption will be worse

Wants/Needs Measures of Success Obstacles

Reduce the effect of global warming

Gain

Reduce vehicle operating costs