EMPATHY MAP

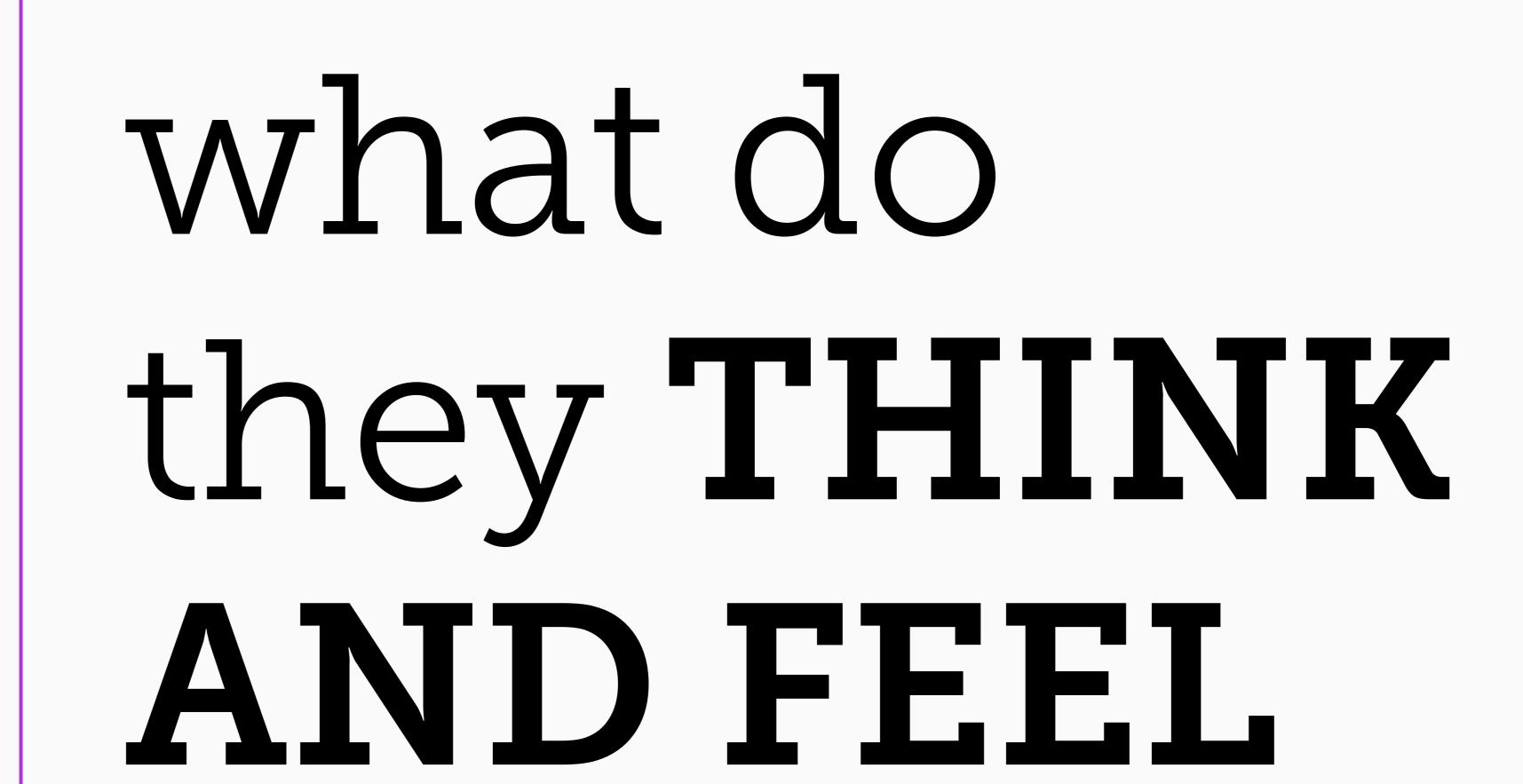
what do they HEAR?

what friends say
what boss say
what influencers say

what if the bikes are not sufficient?

Are the bikes avaiable for all users?

whether the bikes are in good condition?



what really counts
major preocupations
worries and aspirations

How the payment to be done?

Is the bike sharing system useful?



what do they see?

cost effective

user friendly application

environment friends what the market offers

will it be reachable to all people

WHETHER THE
USERS ARE
SATISFIES
WITH THE USE
OF THIS
SYSTEM

what do they **SAY AND DO?**

attitude in public appearance behaviour towards others