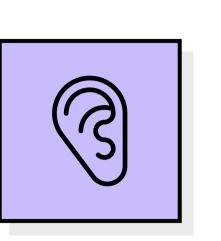


#### WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



the driver needs to drive safely should

understand

the vehicle

# What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> The heat reduces the viscosity, making the oncethick engine thinner

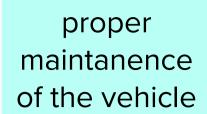
Improper service record reduce the resale value of the vehicle

> Rattling and cabin noise due to loosened fixtures

#### **GOAL**

#### What do they need to DO?

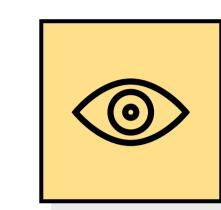
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



service should be done regularly

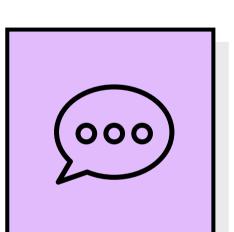
Safety aspects of the vehcile is ensured

A vehilce insurance covers the vehicle against accidents,theft and natural calamities



#### What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



# What do they SAY?

What have we heard them say? What can we magine them saying?

> Air flter is properly maintained to ensure clean Air conditioning

> > Riders enjoy their

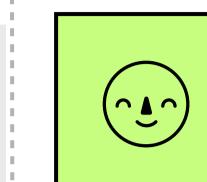
Major damages or replacemets is avoided

## What do they THINK and FEEL?

# **PAINS**

Safety

What are their fears, frustrations, and anxieties?



# **GAINS**

Carbon

Emission can

be reduced by

periodic

services

What are their wants, needs, hopes, and dreams?



Can't reach destination in time

Hurdles during ride

Without proper service, vehicle mileage gets affected



Increase Resale value

periodical

services

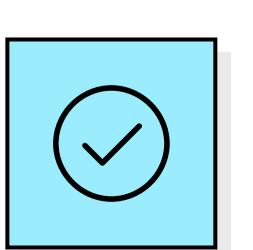
improves

lifetime of

vehicle

What other thoughts and feelings might influence their behavior?





## What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

