

## 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?

of difficulties

Humans are facing lots

They are in as situation of a slight bother in health care

situation

# 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?

> Some friends and relatives may help us implementing the system

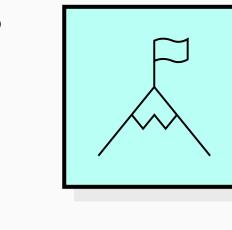
They will hear that as technology is improving day by day and everything is done in automation so we have to get updated and improve our bike sharing system

> But sometimes even though there is a positive support there will also be negative words also from our surroundings that is are not going to work.

### **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?

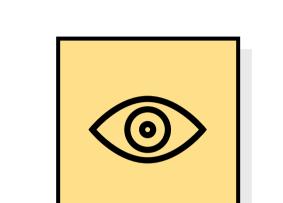


Bike share systems are becoming the norm simply because of the economic impact they have on public spaces

bike system have been successful regarding their wide spread usage

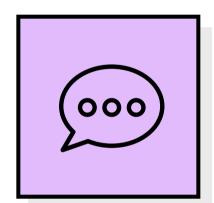
Cycles in off- hours to avoid heavy traffic

Cyclist need better roads



# 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?

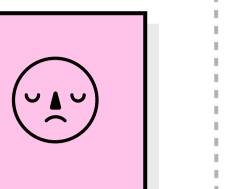
> The people may say that it is difficult to understand or to maintain

> > They may ask about the process and what may affect the environment and any damage come or not

# What do they THINK and FEEL?

### **PAINS**

What are their fears, frustrations, and anxieties?



## **GAINS**

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

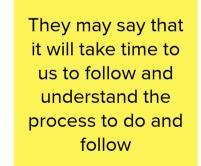
Cycles in off-hours to avoid heavy traffic

By cycling environment pollution can be avoided

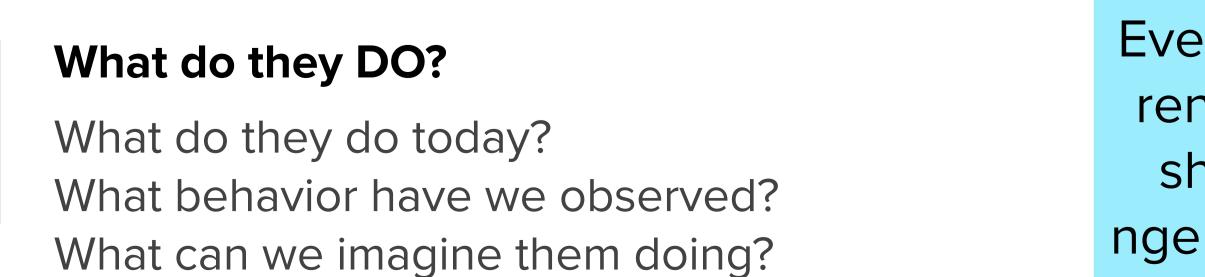
Feel threatened by pollution

> Wishes there'd be more road side assistance such as pumps and maps

What other thoughts and feelings might influence their behavior?



May be after our instruction and guidance they may follow and do the required things



Everyone can rent bike for short or lo nger distance

Blkeshare programs have been succesful in large cities around the globe

They are providing better facilities and infrastructure, flexible transport reduction of vechicle emissions