

**GOVERNMENT COLLEGE OF ENGINEERING
ERODE: 638 316**



Electronics and Communication Engineering

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DIGITAL MARKETING PROJECT

EMPATHY MAP CANVAS

**PROJECT TITLE : “How to Create Brand Name, Brand Mail and Brand
Logo in Canva”**

TEAM ID : NM2023TMID04489

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

TWO STROKE MOTORCYCLE

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

"Keep embracing the exhilarating bursts of speed and the mechanical simplicity that make two-stroke motorcycles a timeless joy, while promoting responsible riding for a sustainable future."

"Let's celebrate the raw power, unmatched agility, and the thrilling two-stroke symphony that defines the spirit of freedom on two wheels."

Legislation and Bans:
Some regions have implemented legislation or outright bans on two-stroke vehicles due to their environmental impact, limiting their use and sale in certain areas.

High Emissions: Two-stroke engines tend to produce higher emissions compared to their four-stroke counterparts, leading to environmental concerns and stricter regulations in many regions.

"We made significant strides in refining two-stroke technology, reducing emissions, and enhancing fuel efficiency, ensuring a greener, more sustainable future for these agile and powerful machines."

Fuel Efficiency: Two-stroke engines are generally less fuel-efficient than four-strokes. This inefficiency results in higher fuel consumption, making them less practical for everyday commuting, especially as fuel prices rise.



Performance Tuning Workshops:
Host workshops teaching enthusiasts how to tune and modify two-stroke engines for enhanced performance, educating them about porting, exhaust systems, and carburetor tuning.

Education and Awareness:
Create informative content online, such as articles, videos, or social media posts, educating people about the history, mechanics, and benefits of two-stroke motorcycles.

Eco-Friendly Two-Strokes:
Research and develop environmentally friendly two-stroke engines that comply with modern emission standards, potentially revolutionizing the perception of these engines.

Performance Tuning:
Develop expertise in tuning and modifying two-stroke engines. Offer tuning services, workshops, or online courses to help enthusiasts optimize their bikes.

Retro-Mod Conversions:
Specialize in transforming old four-stroke motorcycles into custom two-stroke bikes, blending vintage aesthetics with the raw power and simplicity of two-stroke engines.

Restoration and Customization:
Restore classic two-stroke motorcycles, preserving their heritage, or offer customization services to enthusiasts looking to modify their bikes for performance or aesthetic purposes.

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

Figure 1: EMPATHY MAP CANVAS