

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?



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?

AS AN AI LANGUAGE
MODEL, I CANNOT
DETERMINE THE
SPECIFIC "THEY" YOU
ARE REFERRING TO IN
THE CONTEXT OF A
VEHICLE MANAGEMENT
SYSTEM AND EMPATHY
MAP CANVAS.

POSITIVE
FEEDBACK FROM
OTHER USERS WHO
HAVE FOUND THE
SYSTEM HELPFUL
AND USERFRIENDLY

IN THIS
QUADRANT,WE
IDENTIFY WHAT
FLEET MANAGERS
SAY,THINK, AND FEEL
ABOUT THE VEHICLE
MANAGEMENT
SYSTEM.

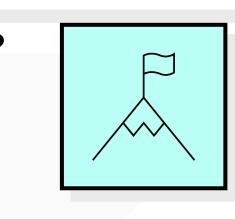
AS AN AI LANGUAGE
MODEL, I DO NOT
HAVE ENOUGH
CONTEXT ABOUT
THE SPECIFIC
SITUATION YOU ARE
REFERRING TO.

GOAL

MANAGING THEIR FLEET OF VEHICLES EFFICIENTLY

What do they need to DO?

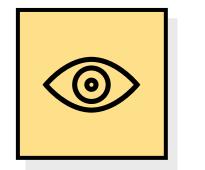
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



TO ACHIEVES THIS
GOAL, THE SYSTEM WOULD
NEED TO PROVIDE AN
INTUITIVE AND USERFRIENDLY INTERFACE THAT
ALLOWS USERS TO EASILY
INPUT AND ACCESS
INFORMATION ABOUT
THEIR VEHICLES.

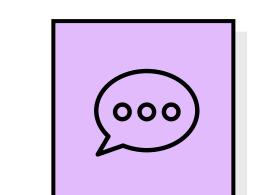
CAR REVIEWS
AND TEST
DRIVES
AUTOMOTIVE
MAGAZINES
AND JOURNALS

IN THE CONTEXT OF A
VEHICLE MANAGEMENT
SYSTEM, THE "WHAT
THEY SEE" QUADRANT
MIGHT ALSO INCLUDE
INFORMATION ABOUT
THE USER'S PHYSICAL
ENVIRONMENT.



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?

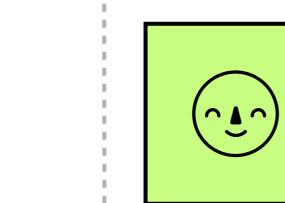
What have we heard them say? What can we magine them saying?

"I NEED TO KEEP
TRACK OF MY CAR'S
MAINTENANCE
SCHEDULE AND GET
REMINDERS WHEN
IT'S TIME FOR AN OIL
CHANGE OR TIRE
ROTATION."

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



GAINS

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

THE USER MIGHT THINK
THAT THE VEHICLE
MANAGEMENT SYSTEM IS
COMPLEX AND DIFFICULT
TO
UNDERSTAND, ESPECIALLY
IF THEY ARE NIT TECHSAVVY

THE SYSTEM IS TOO
COMPLICATED TO
UNDERSTAND AND
USE EFFICIENTLY
FEAR OF LOSING
CONTROL OVER THE
VEHICLE OPERATIONS

THE USER MIGHT FEEL
FRUSTRATED AND
OVERWHELMED WHEN
USING THE VEHICLE
MANAGEMENT
SYSTEM,ESPECIALLY IF
THEY ENCOUNTER ERRORS
OR DON'T KNOW HOW TO
PERFORM A PARTICULAR
TASK.

SAVING TIME BY
EASILY
A USER-FRIENDLY
AND INTUITIVE
INTERFACE FOR
MANAGING THEIR
VEHICLE

What other thoughts and feelings might influence their behavior?

PEACE OF MIND:
SOME USERS MAY
FEEL MORE SECURE
KNOWING THAT
THEIR VEHICLE IS
BEING TRACKED
AND MONITORED.

