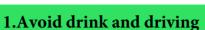
CUSTOMER EMPATHY MAP



What does the person

Think & feel?

What really counts Major preoccupations Worries & aspirations



2.Be focus on traffic signals

3. Wear helmets and seatbelt while driving

4.most dangerous one

5.protect from accident

6.enforced speed limits





What does the person



What friends say What boss says What influencers say

1.How can i avoid accidents 2. Safest drive and use headlights

proberly

3. Service your vechicle regularly





1. cities without accident

2. Avoid night riding

3.powerful

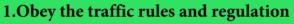
environment

What does the person

See?

Environment Friends What the market offers





2.Do not use mobile phone while driving

3. Always give an indicating while changing the lanes

4.Use double variable for better perfomance







Say and do?

Attitude in public Appearance Behavior towards others







