

## Empathy Phase

### Empathize & Discover

|               |                 |
|---------------|-----------------|
| Date          | 14 APRIL 2025   |
| Team ID       | SWTID1742640402 |
| Project Name  | MyRide          |
| Maximum Marks | 4 Marks         |

To deeply understand the needs and pain points of both passengers and drivers, we conducted user surveys, interviews, and ride-along observations. The insights were organized into an Empathy Map Canvas, revealing key behavioral and emotional patterns.

### Passenger Empathy Map

| Category     | Passenger Insights   |
|--------------|--|
| Think & Feel | <ul style="list-style-type: none"><li>"I need a reliable cab quickly, especially during emergencies."</li><li>"Surge pricing feels unfair."</li></ul>            |
| Hear         | <ul style="list-style-type: none"><li>"Friends complain about drivers canceling rides."</li><li>"News reports about ride-hailing safety issues."</li></ul>       |
| See          | <ul style="list-style-type: none"><li>"Apps with confusing fare breakdowns."</li><li>"Drivers calling to negotiate cash payments."</li></ul>                     |
| Say & Do     | <ul style="list-style-type: none"><li>"I compare prices across apps before booking."</li><li>"I avoid rides late at night due to safety concerns."</li></ul>     |
| Pain         | <ul style="list-style-type: none"><li>Long wait times during peak hours</li><li>Unclear cancellation fees</li><li>Safety concerns with unknown drivers</li></ul> |
| Gain         | <ul style="list-style-type: none"><li>Instant ride confirmation</li><li>Upfront pricing with no surprises</li><li>Emergency contact sharing</li></ul>            |

## Driver Empathy Map

| Category     | Driver Insights   |
|--------------|---|
| Think & Feel | <ul style="list-style-type: none"><li>• "I want more rides during off-peak hours."</li><li>• "Passengers sometimes cancel last minute, wasting my time."</li></ul>      |
| Hear         | <ul style="list-style-type: none"><li>• "Other drivers say earnings have dropped due to high commissions."</li><li>• "Passengers demand AC in summer."</li></ul>        |
| See          | <ul style="list-style-type: none"><li>• "Passengers waiting impatiently when I'm stuck in traffic."</li><li>• "Competitors offering better incentives."</li></ul>       |
| Say & Do     | <ul style="list-style-type: none"><li>• "I reject short rides because they're not profitable."</li><li>• "I keep my car extra clean for high ratings."</li></ul>        |
| Pain         | <ul style="list-style-type: none"><li>• Low earnings after fuel and maintenance</li><li>• No tips from passengers</li><li>• Unfair ride allocation algorithms</li></ul> |
| Gain         | <ul style="list-style-type: none"><li>• Higher earnings with bonuses</li><li>• Fairer ride distribution</li><li>• Respectful passengers</li></ul>                       |