Ideation Phase
Empathize & Discover

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Maximum Marks	2 Marks

Empathy Map Canvas

The Empathy Map Canvas serves as a crucial tool in our human-centered design approach, helping us visualize and understand the needs, perspectives, and experiences of potential RideEase users. Through surveys, interviews, and observation of transportation habits, we compiled insights into the cognitive and emotional dimensions of user behaviors when seeking transportation services.

In the "Thinks" quadrant, we discovered prevalent concerns around availability, reliability, cost transparency, and safety. Users consistently worry about securing transportation when needed urgently, particularly during peak hours or in less serviced areas. Additionally, concerns about hidden fees and final costs feature prominently in users' thought processes when considering transportation options.

The "Feels" quadrant revealed significant emotional components to the transportation experience. Anxiety about punctuality emerged as a dominant emotion, particularly for time-sensitive journeys like airport transfers or professional appointments. Users reported feelings of frustration when faced with unpredictable wait times or last-minute cancellations. Conversely, quick service delivery generated feelings of relief and satisfaction, demonstrating the emotional impact of responsive transportation services.

In examining what users "Say," we found explicit requests for information on wait times and service availability. User testimonials frequently mention convenience and comparative value as key factors in their choice of transportation services. Positive experiences often translate into verbal recommendations to friends and family, indicating the importance of word-of-mouth in service adoption.

The "Does" quadrant illuminated concrete actions users take when engaging with transportation services. Price comparison across platforms emerged as a common behavior, suggesting price sensitivity and value assessment. Users actively check driver ratings and share trip details with trusted contacts as safety measures. Post-service feedback provision indicates users' desire to contribute to service improvement and alert others to their experiences.

From this comprehensive mapping, we identified key pain points including long wait times, unpredictable cancellations, concerns about driver quality, and price volatility. Conversely, desired gains included convenience, reliability, transparency in pricing and processes, and assured safety. These insights directly informed our feature prioritization and user experience design decisions for RideEase.

Example: Cab booking Mern Website

Empathy map diagram

Think & Feel / **See** (top quadrants)
- How much will this ride cost?
- I hope the driver doesn't cancel
- Will I reach on time?
- I'm running late for my meeting
- Is this area safe for pickup?
- Why aren't there any cabs nearby?

Hear (left quadrant)
- There are many cab options now
- Don't forget to check driver rating
- It looks like heavy traffic
- That app has many cancellations

Say & Do (right quadrant)
- Apps without live tracking
- Only cash payment option
- Driver doesn't follow the route
- Limited cab availability in my area

(bottom)
- Go to pickup spot and wait for cab
- Spend time comparing apps
- Looking for reliable driver
- I can't find a quick-arrival cab
- I don't have enough cash now

Pain
- Hard to get cabs during rush hour
- Uncomfortable with unknown drivers
- Looking for affordable rides

Gain
- Convenient booking process
- Reliable arrival times
- Safety and security features