Ideation Phase
Empathize & Discover

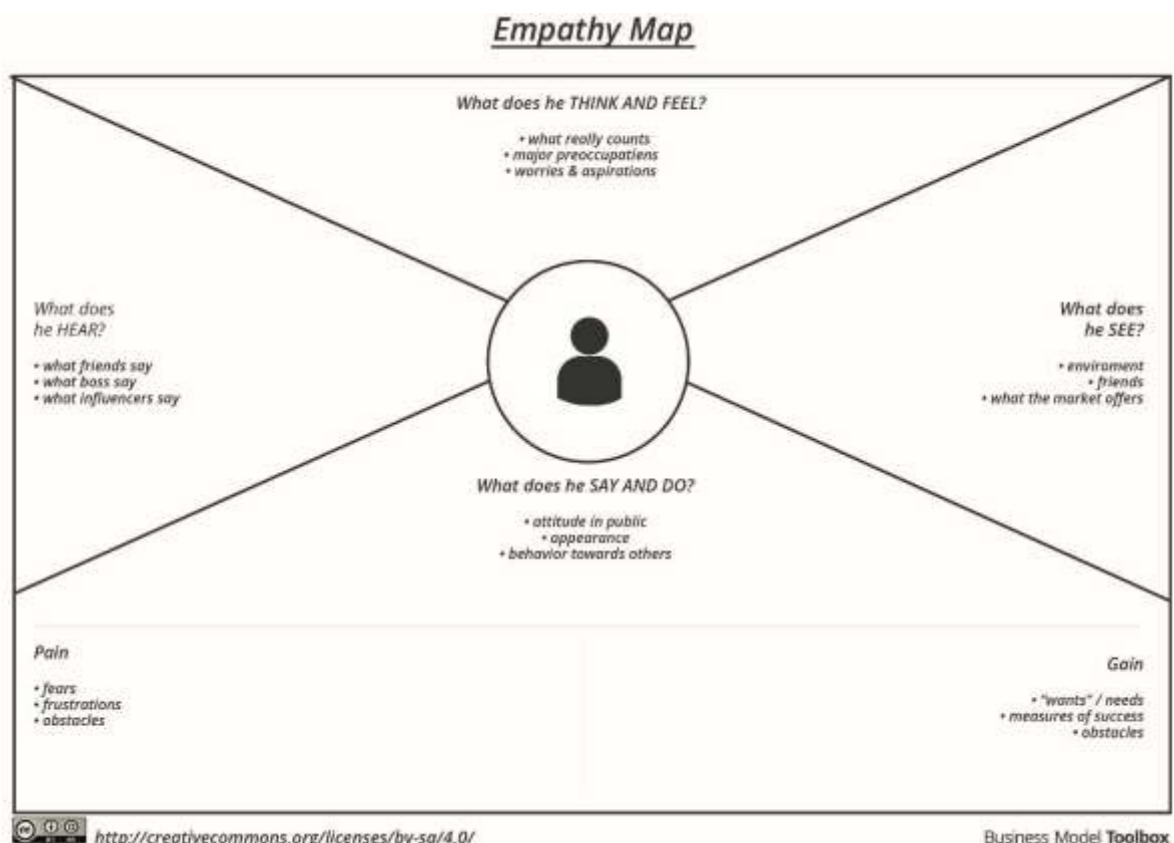| Date	18 October 2023
Team ID	Team -591172
Project Name	Project – Ford GoBike Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas

Ford GoBike Analysis

Ford GoBike was a bike-sharing program that operated in the San Francisco Bay Area from 2013 to 2020. It was a collaboration between Motivate, a bike-sharing company, and Ford Motor Company. The program aimed to provide an affordable and convenient transportation option for residents and visitors in the Bay Area. Ford GoBike offered a fleet of bicycles stationed at various docking stations throughout San Francisco, East Bay, and San Jose. Users could rent bikes on a short-term basis by purchasing a membership or using a credit card at the docking station. The bikes were equipped with GPS tracking, allowing users to locate and reserve bikes through a mobile app or at the docking station itself.

EMPATHY MAP :