

# Empathy Map Canvas

Designed for:

The average

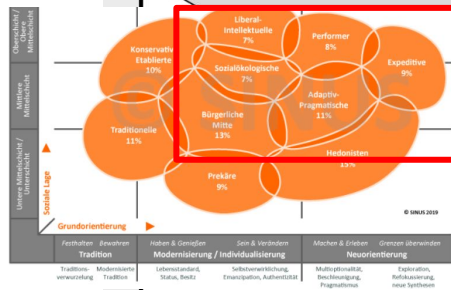
Designed by:

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Date:

Version:

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## 1 WHO are we empathizing with?

Demographic characteristics: 18 to 64 years,  
rail rider  
Situation: short vacation, nature affine people,  
commuting  
Role: traveler, commuter

## GOAL

## 2 What do they need to DO?

- 1) Do not take the bus/car/own car for the last mile
- 2) Need transportation on the last mile(s)
- 3) Decide to take a folding bike with them on the train and use it for the last mile
- 4) They rate us in their app

## 7 What do they THINK and FEEL?

### PAINS

What are their fears, frustrations, and anxieties?

### GAINS

What are their wants, needs, hopes and dreams?

- 1) there's no easy spontaneous mobility solution
- 2) CO2 is killing the planet
- 3) My ecological footprint is to large

- 1) save to use, handy mobility solution
- 2) smaller ecological footprint
- 3) cheaper than the other options

## 3 What do they SEE?

- 1) They see the folding bike pick-up station or the offers in the app/web-page
- 2) They see the bike and the manual in the app
- 3) They see and are seen by other people in public transport
- 4) They read information in an app and on the bike

## 6 What do they HEAR?

- 1) There's a new travel device one can take with him at any time.
- 2) Have you heard of the new option you have on DB Connect?
- 3) Our company does indeed have a special ticket for DB Connect with folding bikes included.
- 4) Cheap, easy to handle and one can take it into train within the rush hour!

## 4 What do they SAY?

- 1) Handy way to commute to work from the train station.
- 2) It's a flexible way to rent your bike.
- 3) They even repair your bike if something breaks or you have a flat tire.
- 4) If you wanna discover the rural areas you can just take your bike with the train.

## 5 What do they DO?

What do they do today?

- 1) commute
- 2) Drives with the car two miles to train station
- 3) Is annoyed by people who take their bikes with the train in rush hours