HCI Project

Empathy Maps

<u>Pedestrian</u>

What does he/she

THINK AND FEEL?

- · May require more time
- Walking is safer
- · Form of exercise

What does he/she

HEAR?

- Walking is slow
- · Crossing road is hard
- Tiring

What does he/she

SEE?

- Many people are walking to reach destination
- · Cops help to cross road
- Accident rate lesser for pedestrians

What does he/she

- Walks to destination
- Uses pedestrian crossing to cross road
- Refreshing



Rider



Driver

What does he/she THINK AND FEEL? Convenient Should drive safely Seatbelt is necessary What does he/she HEAR? Driving is safer More speed the better Cool

What does he/she

SEE?

Driver

- Everyone drives fast
- Slower in traffic
- Overspeeding
- Overloading

What does he/she

- Uses seatbelt while driving
- Drives carefully
- Never overspeeds
- Doesn't overload
- Reaches destination in time

Cop

What does he/she

HEAR?

- Pedestrians find it difficult to cross roads in heavy traffic
- Bikers ride without helmet to look cool
- Overspeeding

What does he/she

THINK AND FEEL?

- · Safety first
- Seatbelt/Helmet necessary
- Must be helpful to as many people as possible in a day

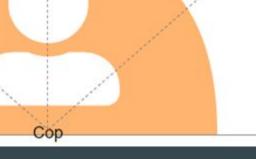
What does he/she

SEE?

- · Everyone drives fast
- · Struggling pedestrians
- Overspeeding
- Overloading

What does he/she

- Stops people without helmet/seatbelt
- · Collects suitable fine
- Checks for documents
- · Guides pedestrians
- Clears traffic



Emergency Medical Technicians

What does he/she

HEAR?

- Increasing Accidents
- Speeding vehicles
- Emergency aid required in case of accidents

What does he/she

THINK AND FEEL?

- Ambulance must be ready
- First aid kit required handy
- Should be ever ready to deal with accidents

What does he/she

SEE?

EMT

- Many drive safely
- Some overspeed, overload, no security precautions
- Accidents

What does he/she

- Creates awareness on road safety
- Ready to work when accidents occurs
- deals with patients professionally
- Calls ambulance when required