

**WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

IN THIS QUADRANT,WE IDENTIFY WHAT FLEET MANAGERS SAY,THINK, AND FEEL ABOUT THE VEHICLE MANAGEMENT SYSTEM.

AS AN AI LANGUAGE MODEL, I DO NOT HAVE ENOUGH CONTEXT ABOUT THE SPECIFIC SITUATION YOU ARE REFERRING TO.



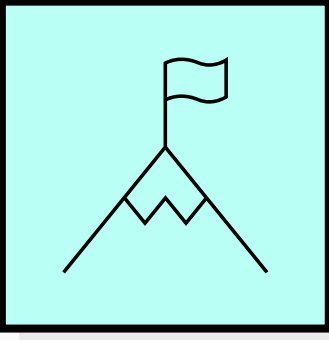
**What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

AS AN AI LANGUAGE MODEL, I CANNOT DETERMINE THE SPECIFIC "THEY" YOU ARE REFERRING TO IN THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM AND EMPATHY MAP CANVAS.

POSITIVE FEEDBACK FROM OTHER USERS WHO HAVE FOUND THE SYSTEM HELPFUL AND USER-FRIENDLY

GOAL

MANAGING THEIR FLEET OF VEHICLES EFFICIENTLY

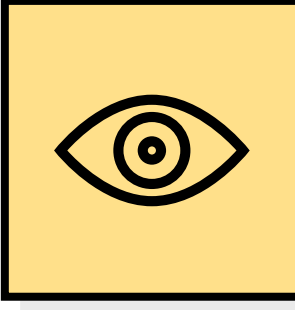


**What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

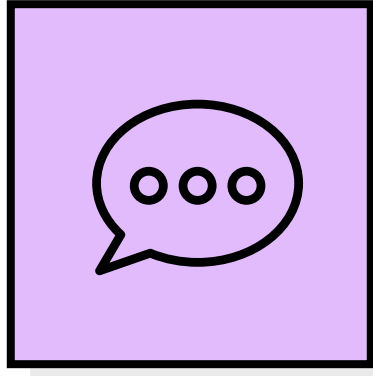
TO ACHIEVES THIS GOAL,THE SYSTEM WOULD NEED TO PROVIDE AN INTUITIVE AND USER-FRIENDLY INTERFACE THAT ALLOWS USERS TO EASILY INPUT AND ACCESS INFORMATION ABOUT THEIR VEHICLES.

CAR REVIEWS AND TEST DRIVES AUTOMOTIVE MAGAZINES AND JOURNALS

IN THE CONTEXT OF A VEHICLE MANAGEMENT SYSTEM, THE "WHAT THEY SEE" QUADRANT MIGHT ALSO INCLUDE INFORMATION ABOUT THE USER'S PHYSICAL ENVIRONMENT.

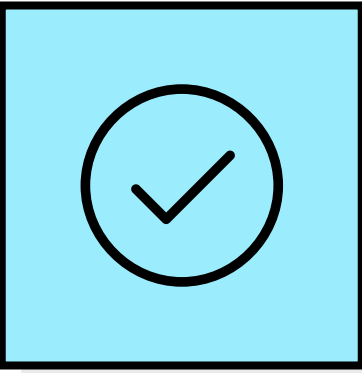


**What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?



**What do they SAY?**  
What have we heard them say?  
What can we magine them saying?

"I NEED TO KEEP TRACK OF MY CAR'S MAINTENANCE SCHEDULE AND GET REMINDERS WHEN IT'S TIME FOR AN OIL CHANGE OR TIRE ROTATION."



**What do they DO?**  
What do they do today?  
What behavior have we observed?

THE EMPATHY MAP CANVAS IS A VISUAL TOOL USED TO

AN EMPATHY MAP CANVAS IS A TOOL USED IN DESIGN

"IT'S IMPORTANT TO

