



Define - Persona

Chracterisitc	Citizens	Cab Driver	Transport People
Age	28 - 55 Years	22 - 55 Years	21 - 59 Years
Language	English, Hindi, Telugu	Telugu, Hindi	Telugu, Hindi, English
General Education	Under Graduation and above	Intermediate and above	UG, PG and above
General Computer and Mobile Experience	Familiar with Web and Mobiles	Familiar with mobile, whatsapp etc	Pro in both mobile and Computer usage
Expectations	Simple process for managing Cab Trips	Better display of location and time of trips of employees	Log Free Cab travel and ease of use through mobie
Location of Work	Office Area	All over the City	Omnipresent - in Phone
Geography	Hyderabad, India	Hyderabad, India	Hyderabad, India
Workspace Conditions	Noisy	Noisy and Pressurised	Can't Predict
Lighting Conditions	Good, Well Lit	Bad lighting	Can't Predict
Device an Software Used	Desktops ors Laptops (Web App)	Mobile App	Mobile App & Web



Ideate- Empathy Mapping

In order to get a deeper Understanding about user behaviour and decisions , I used empathy mapping method.

