* What did you see?

We see that the problem is noticed by everyone and needs to be addressed.

* What did you learn in your interview and research process?

We learnt that major cities in developing countries are facing the same problem.

* What surprised you during your research?

It was shocking to see that not enough was being done.

* What has been consistent across your research (interviews, observations, secondary research, primary research)?

Poor traffic management

Lack of use of technology

* What are the 3 commonalities you have learned about the user group you’re researching?

Congested roads at peak hours

Not enough time to make way

Lack of awareness on how to react when an emergency vehicle is approaching

* If you could synthesize the above questions into 5-6 “buckets,” what would they be?

Start simple! It’s OK to have a bucket that says “family” or “transportation”. We’ll get more specific later.

Transportation

Traffic law enforcement

Emergency vehicle driver

Daily commuters

Memorable name:

AmbiHelp – Save time, save life.

* What did this user say? (user quote)

The user knows that it is very difficult to navigate through the traffic at peak hours.

* What does this user think?

The user thinks that there has to be a better and a convenient way to get through the traffic.

* What does this user do?

The user has to figure his own path in the traffic.

* What does the user feel?

Null

Draw the user

Motivations: To save life

Needs: Clear path

Challenges: Heavy traffic

|  |  |
| --- | --- |
|  | User needs clear path because he has to reach the hospital on time.  Insight: Hospitals have to stock up with extra equipments, medicines and machines in the ambulance because of the delay. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  | Quote or Story that informs insight... |
|  |  | One of the doctors who we interviewed, said that once he was traveling in an ambulance with a kid who was a patient. They seemed to have stuck in the traffic and after a time they almost ran out of oxygen gas for the kid but luckily reached the hospital on time otherwise it would have made the situation severe. |