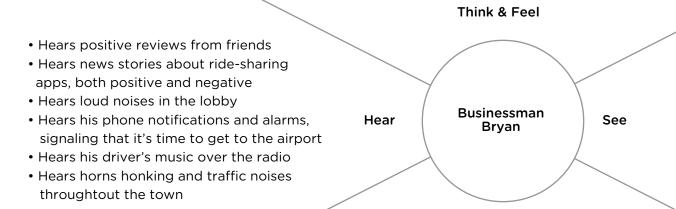
ASSET Empathy Map - Businessman Bryan



- Feels uncertain about using a ride-sharing app for the first time
- Thinks about needing to make it to the airport in time for his flight
- Feels anxious about making it to the airport in enough time to make his flight
- Thinks about his flight's departure time and keeps checking his watch

Sav & Do

• Feels tech savvy for using an app instead of a cab



- Sees other apps in the app store
- Sees a hotel lobby with people rushing around
- Sees cabs, shuttles, and other ride-sharing cars pulling up to the lobby entrance
- Sees the inside of the car
- Sees the airport terminal he needs

- Says he wants to book rides more efficiently and quickly
- Reads app store reviews on different ride-sharing apps
- Travels to the airport with a ride-sharing app
- Says that he wants to give other apps a try potentially

Pain

- Frustrated with cabs and airport shuttles
- Scared about using a stranger's car
- Thinks cabs are dirty
- Frustrated that cabs and airport shuttles don't look as professional as he had hoped
- Annoyed that there is surge pricing
- Annoyed that there is a shortage of drivers

Gain

- Excited for a potentially new way to travel
- Needs a clean, convenient vehicle
- Can spend less on the ride and feels less guilty for getting a nicer dinner with the savings
- Gets to educate his coworkers about ride-sharing
- Feels accomplished for booking a ride successfully