

## canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

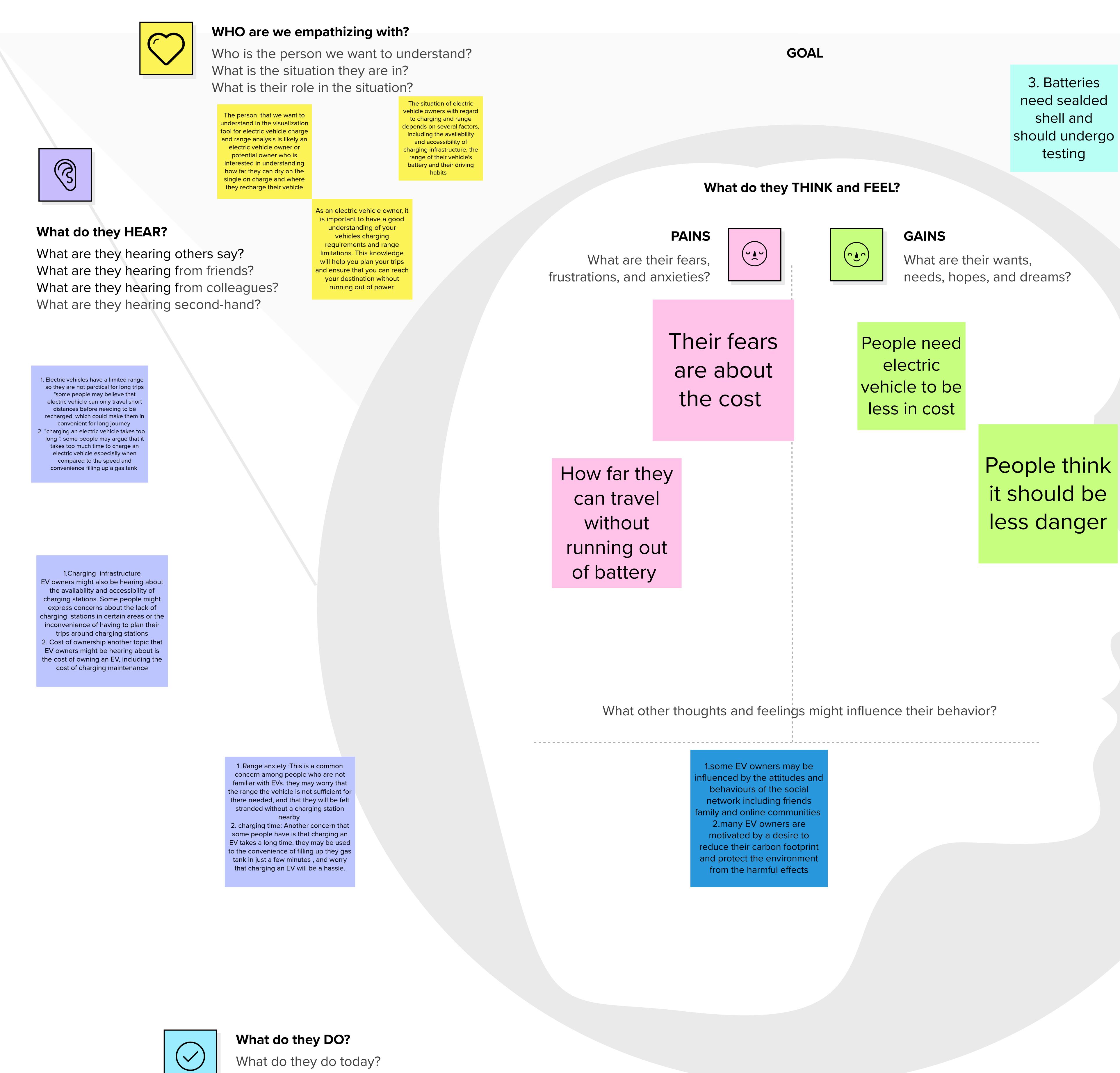






## Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What do they need to DO?

vehicle in

Emit fewer

greenhouse

gases and air

pollutants than

petrol or diesel

cars

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?

2.Increase

safety in

climatic

condition

3. Batteries

need sealded

shell and

should undergo

testing

4 When they brought the new tested

1.Maintenance needs and safety requirements

lifetime costs are lower

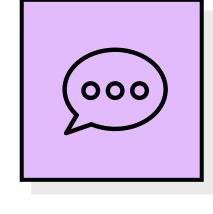
compare to the vehicles run through fossil fuels in rates and service

range,anxiety,charging time,charging facilities personal, characteristics government policies,

enivronmental concern

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?

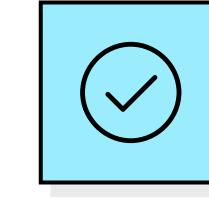


What do they SAY?

What have we heard them say? What can we magine them saying?

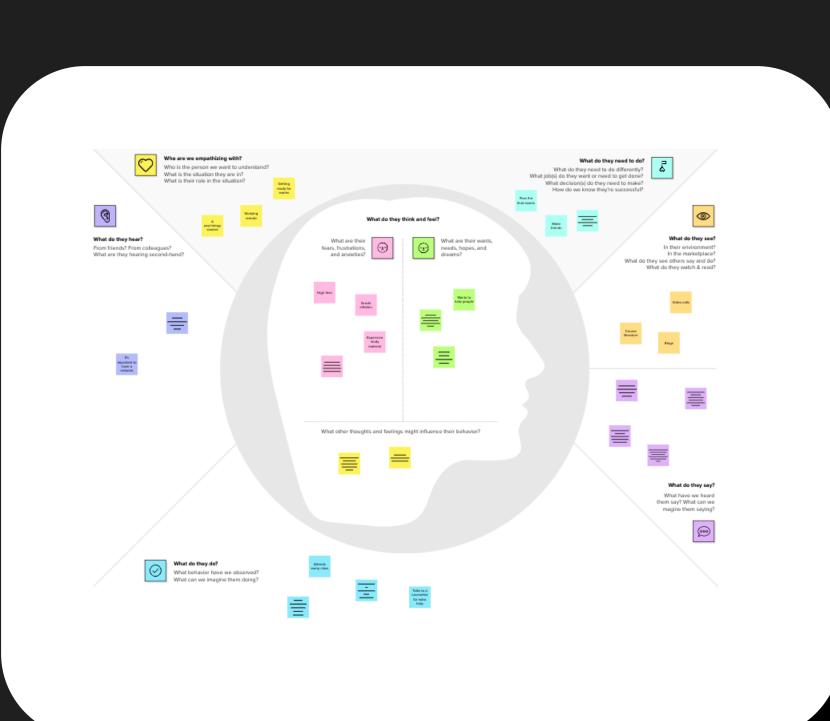
We hear them saying electric vehicle is dangerous to

The range of the vehicles is important . They can able to go on to long trips without running out of fossil fuels



What behavior have we observed?

What can we imagine them doing?



Need some inspiration? See a finished version of this template to kickstart your work.





