Template

Empathy map

Use this framework to develop
deep, shared understanding ar
empathy for other people. An
empathy map helps describe th
aspects of a user's experience,
and pain points, to quickly
understand your users' experie
and mindset.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

the electric vehicle is not new but it has been receving significantly more attention in recent years.

advances in both EV analytics and battery technologies have led to increased automotive market share.

Registration fees and road tax on purchasing electric vehicles are lesser than petrol or diesel vehicles. There are multiple policies and incentives offered by the government depending on which state you are in. To find out more about electric vehicle incentives, click below .

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

The Electric vehicles don't have gears and are no complecated he running cost of an electric vehicle is much lower than an equivalent petrol or diesel vehicle. Electric vehicles use electricity to charge their batteries instead of using fossil fuels like petrol or diesel. Electric vehicles are more efficient, and that combined with the electricity cost means that charging an electric vehicle is cheaper than filling petrol or diesel for your travel requirements. Using renewable energy sources can make the use of electric vehicles more eco-friendly. The electricity cost can be reduced further if charging is done with the help of renewable energy sources installed at home, such as solar panels.

The running cost of an electric vehicle is mush lower than an equivalent petrol or diesel vehicle .Electric vehicles use electricity to charge their batteries instead of using fossil fuels like petrol or diesel

While the uptake in EV sales is unlikely to cause a significant increase in total power demand, it will likely reshape the electricity load curve. The most pronounced effect will be an increase in evening peak loads, as people plug in their EVs when they return home from work or after completing the day's errands. However, at a system level, this effect will represent a relatively small percentage at most. Again, taking Germany as an example, we expect an increase in peak load of approximately 1 percent by 2030 and about 5 percent by 2050—increases that the system can likely absorb.

Energy players have several ways to address this situation. They can influence charging behavior: for example, time-of-use electricity tariffs can give incentive to EV owners to charge after midnight instead of in the early evening. Analysis shows this could halve the increase in peak load

Electric vehicles have very low maintenance costs because they don't have as many moving parts as an internal combustion vehicle. The servicing requirements for electric vehicles are lesser than the conventional petrol or diesel vehicles. Therefore, the yearly cost of running an electric vehicle is significantly low.

Give them a name and a portrait to empathize with your persona.

Does

What behavior have we observed?
What can we imagine them doing?

EVs release no tailpipe air pollutants, and reduce respiratory illnesses such as asthma.[91] However, EVs are charged with electricity that may be generated by means that have health and environmental impacts.[92][93]

The carbon emissions from producing and operating an EV are typically less than those of producing and operating a conventional vehicle.[94] EVs in urban areas almost always pollute less than internal combustion vehicles.[

Fossil fuel vehicle efficiency and pollution standards take years to filter through a nation's fleet of vehicles. New efficiency and pollution standards rely on the purchase of new vehicles, often as the current vehicles already on the road reach their end-of-life. Only a few nations set a retirement age for old vehicles, such as Japan or Singapore, forcing periodic upgrading of all vehicles already on the road.

Electric vehicles don't have gears and are very convenient to drive. There are no complicated controls, just accelerate, brake, and steer. When you want to charge your vehicle, just plug it in to a home or public charger. Electric vehicles are also quiet, so they reduce noise pollution that traditional vehicles contribute to.

EVs are much more efficient than fossil fuel vehicles and have few direct emissions. At the same time, they do rely on electrical energy that is generally provided by a combination of non-fossil fuel plants and fossil fuel plants. Consequently, EVs can be made less polluting overall by modifying the source of electricity. In some areas, persons can ask utilities to provide their electricity from renewable energy.

The type of battery, the type of traction motor and the motor controller design vary according to the size, power and proposed application, which can be as small as a motorized shopping cart or wheelchair, through pedelecs, electric motorcycles and scooters, neighborhood electric vehicles, industrial fork-lift trucks and including many hybrid vehicles.

Feels

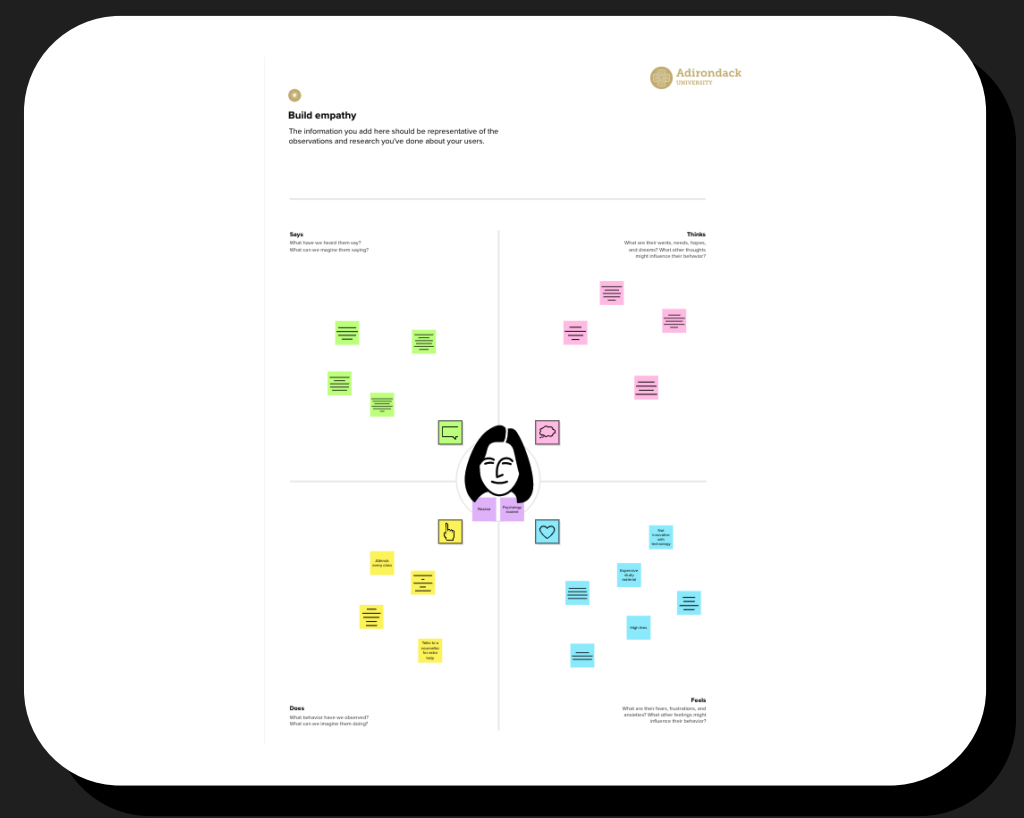
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Electric vehicles have the silent functioning capability as there is no engine under the hood. No engine means no noise. The electric motor functions so silently that you need to peek into your instrument panel to check if it is ON. Electric vehicles are so silent that manufacturers have to add false sounds in order to make them safe for pedestrians.

With the alarming levels of rising pollution and the prices of fossil fuels, India has lately started shifting to alternate ways of mobility. This interest could be observed with the rise in the sales of electric vehicles during the lockdown due to the global pandemic in India.

With the sudden boom of electric vehicles in India, the country has made a major advancement in the shift to alternate mobility. With the ever-increasing pollution levels in India and mobility being the major contributor, it's high time for the government and individuals to switch over to green mobility and tackle the major challenges for electric vehicles in India.

The initial cost of owning
Lack of choice of EVs
Lack of Awareness
Uneven electricity distribution
Charging time



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