



User Persona

EV market

Ashok kumaran



AGE : 21

OCCUPATION : SOFTWARE
ENGINEER

LOCATION : SAN FRANCISCO,
CA

INCOME : \$140000

EDUCATION : DEGREE IN
ELECTRONICS

BIO : Ashok kumaran, a 21-year-old software engineer in San Francisco, earns \$140000 annually, is married, Motivated by sustainability and technology, his pain points are range anxiety and charging time. He commutes 20 miles daily, prefers home charging, and needs public charging for road trips, valuing long range and affordability in EVs.

GOALS :

- Sustainability: Alex is highly motivated by environmental concerns and wants to reduce their carbon footprint.
- Cost Savings: Interested in long-term savings on fuel and maintenance.
- Convenience: Needs reliable access to charging stations to ensure a smooth daily commute and occasional long-distance trips.
- Technology: Enthusiastic about new technology and innovation in the automotive industry.

PAIN POINTS :

- Range Anxiety: Worries about the availability and accessibility of charging stations, especially on longer trips.
- Charging Time: Finds the current charging times inconvenient compared to traditional refueling.
- Cost of EV: The initial cost of purchasing an electric vehicle can be high.
- Availability of Charging Stations: Concerned about the density and distribution of charging stations, particularly outside urban areas.