

Ideation Phase Empathize&Discover

Date	26 June 2025
Team ID	LTVIP2025TMID51636
Project Name	Visualizing Electric Vehicle Trends: An Analysis of Range, Brands, and Powertrain Features Using Tableau
Maximum Marks	4 Marks

➤ What is an Empathy Map?

An **empathy map** is a collaborative visual tool used to understand a user's thoughts, behaviors, emotions, and needs. It helps teams build a deep, shared understanding of their users and view the problem through their lens. Typically, it is divided into four or more quadrants: **Says, Thinks, Does, and Feels**, sometimes also including **Sees** and **Hears**. This method is a crucial part of the **ideation phase** in design thinking, helping to create solutions that are truly user-centered.

➤ Who is the User?

The user is a **tech-aware Indian consumer or Eelectric Vehical enthusiast** exploring electric vehicle options. They care about factors like **range, charging time, brand, price, and powertrain**.

They use **Tableau dashboards** to compare features, track market trends, and make informed decisions about buying an EV in India.

➤ Key User Insights:

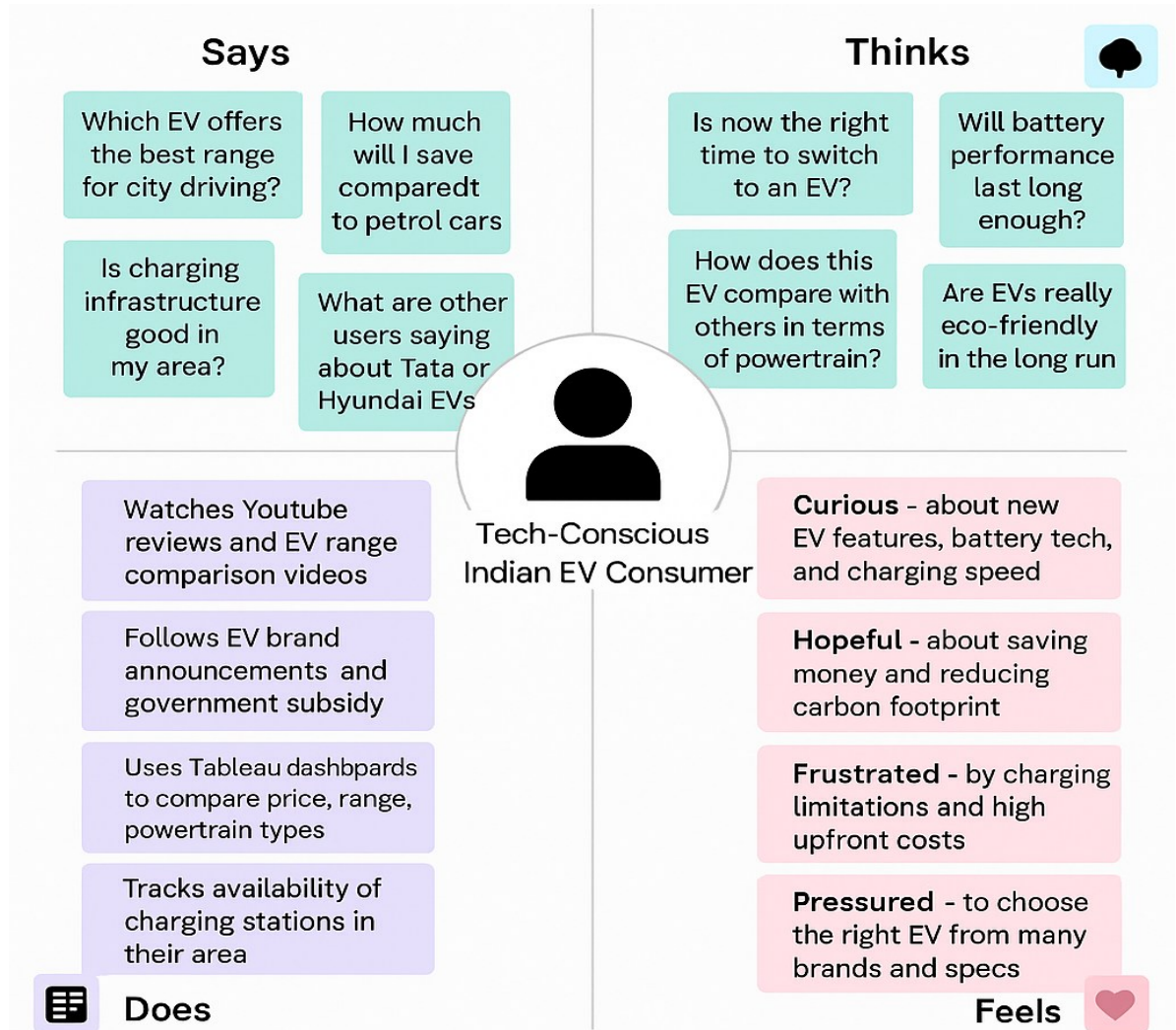
The empathy map reveals several user insights. The user:

- Says things like: "Which EV gives the best range?", "Is it worth the price?", and "How long does it take to charge?"
- Thinks about long-term cost savings, brand reliability, and comparisons with fuel vehicles.
- Feels eco-conscious, budget-aware, and excited about new technology.
- Does actions like comparing EV specs online, checking charging station availability, and reading user reviews.

These insights show the user's need for clear comparisons, performance analytics, and visual tools (like Tableau dashboards) to support smart and informed EV purchase decisions.

➤ **Why It Matters:**

- Understanding this user helps shape our solution more effectively. The empathy map ensures that the dashboards and data visualizations we design in Tableau are not just informative, but also tailored to the user's mindset, digital habits, and decision-making process. This enables a **data analytics solution that is both insightful and aligned** with evolving consumer behavior in India.



□ **Conclusion:**

Understanding the Electrical Vehical user's needs helps us create simple and useful Tableau dashboards. These visualizations highlight key trends like brand popularity, range, and charging efficiency—making it easier for users to compare and choose the right electric vehicle in India.

