# GAINS

- Access to government incentives, subsidies, or tax breaks for EV owners.
- Improved air quality and healthier community environments.

# SAYS

- "I want to reduce my carbon footprint."
- "I've heard EVs are better for the environment."

# PAIN POINTS

- High upfront purchase cost compared to traditional vehicles.
- Limited driving range (range anxiety) and concerns about running out of battery.

Empathy Map: Electric Vehicle
(Focused on saving Environment)

# THINKS

- "Will driving an EV really help fight climate change?"
- "Is my local electricity clean or coal-based?"

# FEELS

- Hopeful about making a positive impact.
- Concerned about whether the change is significant.

# DOES

- Looks up subsidies or incentives for EV purchases.
- Compares EV models and their range.