

observations and research you've done about your users.

Says

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

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

Electric vehicles
produce roughly the
same wind and road
noise that ICE
vehicles do but at
lower speeds they
operate in near
silence.

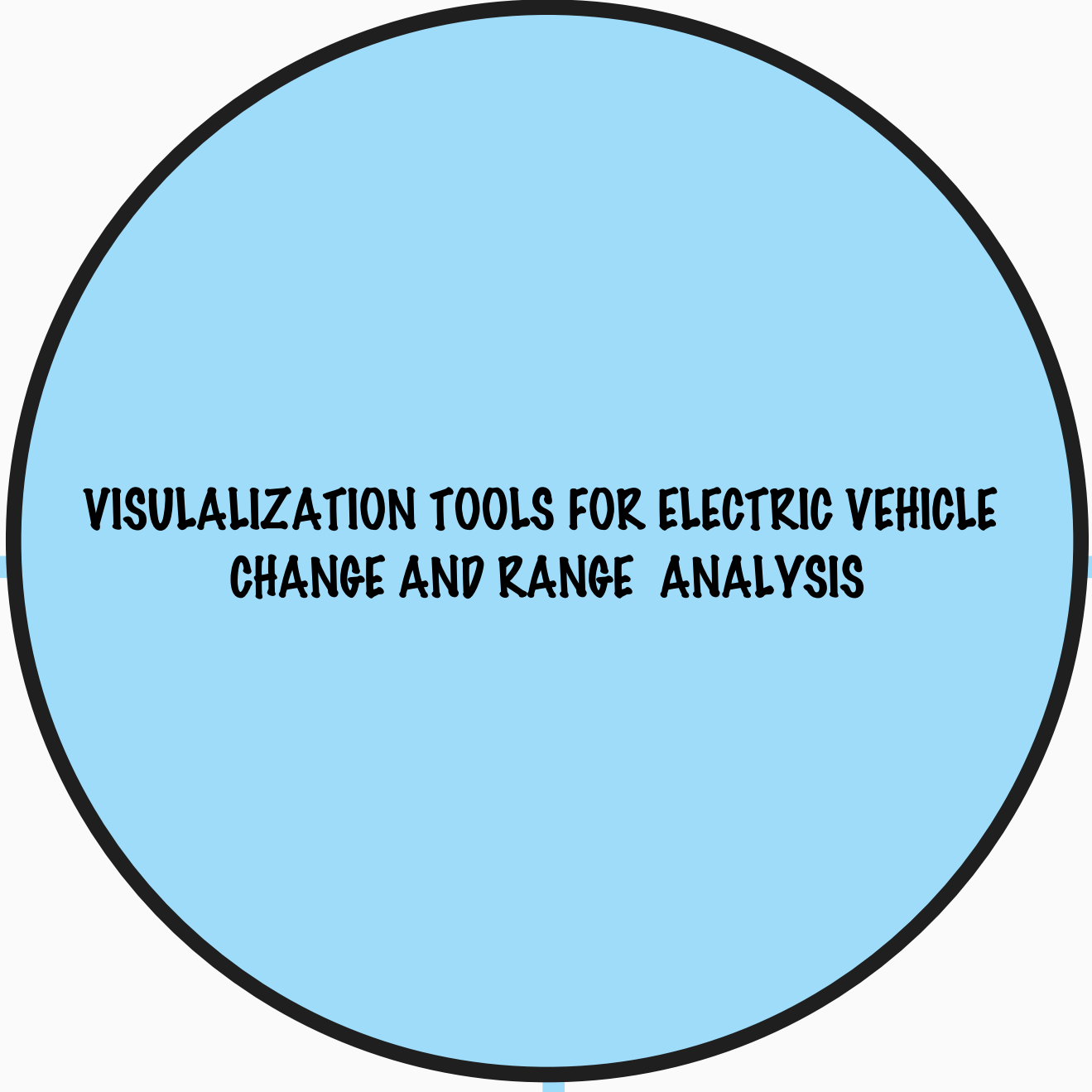
Electricity flows
from the battery
to the motor
which spine with
a barely audible
hum.

Electric vehicle
warning sounds are
sounds designed to
alert pedestrians to the
presence of electric
drive vehicles such as
hybrid electric vehicle.

Petrol or diesel
vehicles are highly
pollution and are
being quickly
replaced by fully
electric vehicles.

Transport is a
fundamental
requirement of
modern life but the
traditional combustion
engine is quickly
becoming outdated.

Fully electric
vehicle have zero
tailpipe emissions
and are much
better for
environment.



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

Visions of
personal
mobility futures
in the UK are
analysed.

People are
imagined mostly
as consume
who purchase
and drive cars.

Many visions see
privately owned
car centred
mobility
continuing as at
present.

Higher purchase
cost .Low price
on selling . Low
energy . Slow
charge .

Range anxiety is
the fear
of driving an
electric vehicle
and running out
of power. .

Electric vehicle
without being able
to find charging
station on time to
replenish the
battery.