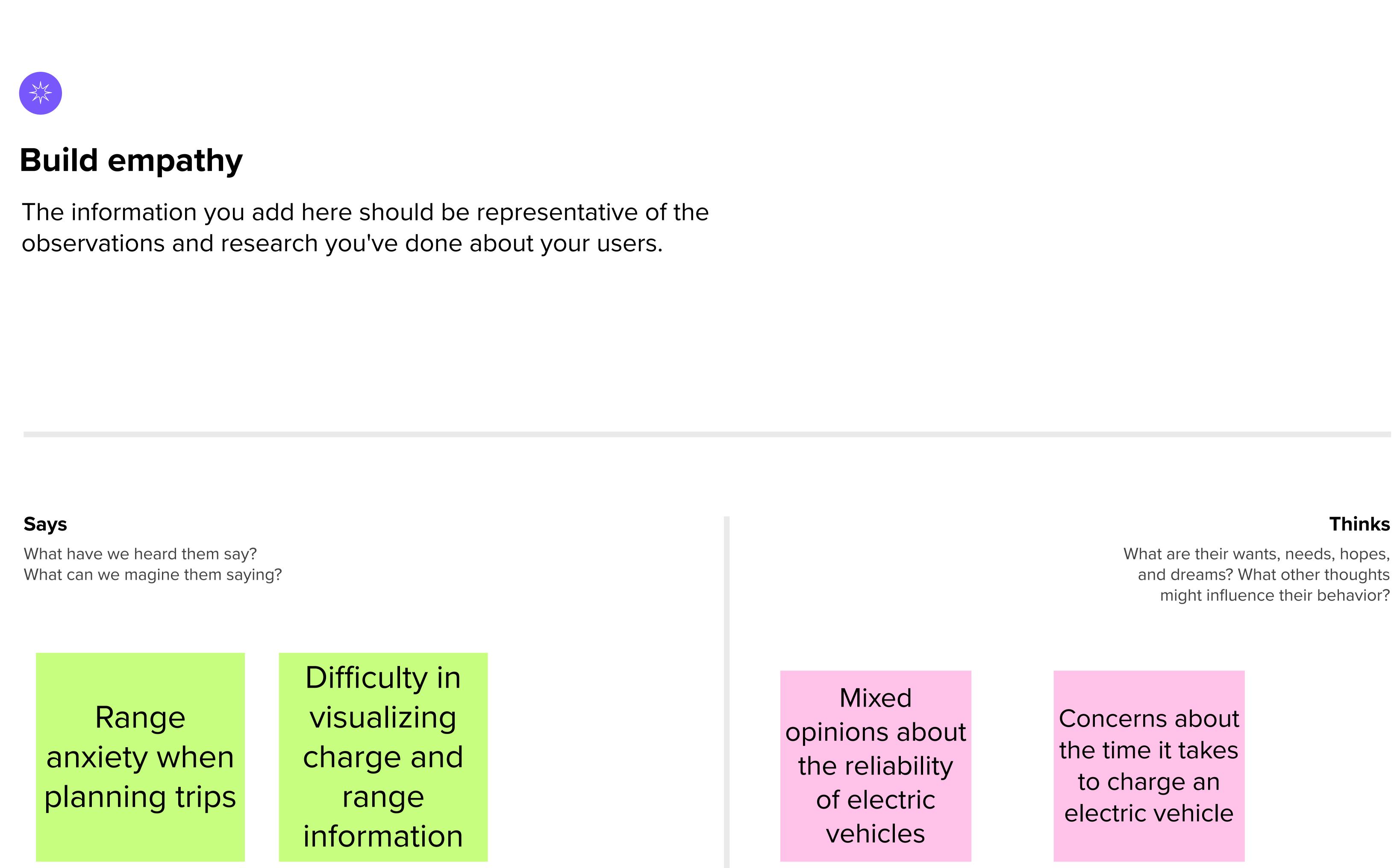


Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



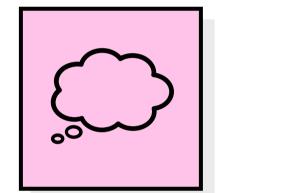
High cost of owning an electric

vehicle

Limited options for charging stations

Frustrations with charging station availability

Interest in tools that can help with range and charge management



visualization tool for electric vehicle charge and range analysis

Research extensively before purchasing

Look for

charging

stations before

setting out on

What behavior have we observed?

What can we imagine them doing?

Does

Plan their trips carefully to avoid running out of charge

tools that can

help with range

and charge

management

Worry about running out of charge while driving

Frustration with limited charging options

**Thinks** 

Excitement about the potential cost savings of owning an electric vehicle

Confusion about how to best manage their electric vehicle's charge and range

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

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